

Coffee Supreme

Wellington, New Zealand



Wellington-founded brand Coffee Supreme opened in 1993, and today is one of New Zealand's largest independent roasters with outlets across New Zealand, Australia, and Japan. Much of this international growth had taken place since their last rebrand, so owners Chris Dillon and Maggie Wells felt that they weren't conveying their full expertise and reliability, nor the hand-crafted attention to detail and love of coffee that is at the core of everything they do. So, in their words, they thought it was time to "grow up."

Design directors Nickolus Clifford and Jenny Miles from Hardhat Design believed that the brand needed to be more coherent and consistent, allowing it to communicate its narrative(s) succinctly and with clarity. Dillon and Wells were also very clear that they wanted Coffee Supreme's new image to convey what they were already known for: an approachable, supportive, friendly, and quirky attitude.