

Van Dyck

[Corporate Design]

client

Van Dyck,
Cologne

design

nondesign, Cologne
Jörg Waschat

creative direction

Jörg Waschat

text

Martin Keß

photography

Veit Landwehr (Architecture)
Martin Rottenkolber (Packaging)

architecture

BeL
Jörg Leiser,
Anne-Julchen Bernhardt



Van Dyck is an organic coffee roastery and café in Cologne-Ehrenfeld. The roastery's unconventional brand image is radical, with no concessions to traditional coffee cosiness. The entire corporate design of the brand is marked by a delicate pastel green, from the logotype, the packaging and the interior design reminiscent of Mediterranean cafés to brochures, corporate stationary and special items.

