

THE ELEMENTS OF KASCHTA BRANDING

1. KASCHTA Substance Elements

1.1. The Essence and compass

The KASHTA brand has a historical, humanitarian and creative essence. The main substance is to call the history of human civilization from the depth of mankind's history and to reflect it in an innovative formula of hospitality. The main inspiration is the spirit, culture and insights of the Kingdom of Kush, also known as the Kushite Empire, or simply Kush, was an ancient kingdom in Nubia, centered along the Nile Valley in what is now Sudan.

1.2. The purpose & Mission

Of course revenues and profits are important, furthermore the KASCHTA brand has purposes beyond that. Our brand's purpose is to emerge as an enlightening point for social, cultural and political change; locally, nationally and globally, the brand works to bring together generations of those who are looking for societal and environmental change.

“ Der Historiker Alain-Jacques Tornare hat Belege dafür, dass die Französische Revolution maßgeblich von heimischen Kaffeehäusern ausging, vor allem aber vom Café Procope in Paris. Es war Treffpunkt für Schriftsteller und Künstler der Aufklärung und existiert noch heute. Bemerkenswert ist dabei, dass gravierende Umwälzungen in Europa zu einer Zeit begannen, als sich die Europäer tagsüber Kaffee zu trinken begannen. Nach Ansicht von Wissenschaftlern ist es kein Zufall, dass Kaffee und Kaffeehäuser kurz vor dem Amerikanischen Unabhängigkeitskrieg und vor der Französischen Revolution boomten. Hat die Kaffee möglicherweise die Revolution beflügelt?”

1.3. Vision "A green paradise and a unique spiritual temple"

We envision a brand through which we can serve our customers in a coffee shop where they hear the sound of the espresso machine, smell the aroma of coffee, and enjoy light music playing in the background while they feel the creative and innovative hospitality that reflects feelings of welcome and respect in order to create generations of believers in the global citizenship.

1.4. Values “ People, Cooperation and SDGs”

The brand puts the people in the heart of its growth strategic plans, by investing in people and their untapped potentials, counts sustainable development goals as one of its guidelines, and boosts cooperation in business instead of greedy competition.

1.5. Principles

The brand KASCHTA is committed to the UN Global compact principles. There are ten Fundamental principles that have been derived from: The Universal Declaration of Human Rights, the International Labour Organisation's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

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2. KASCHTA Positioning Elements

2.1. Audience Persona

KASCHTA satisfies the need of a wide range spectrum of audience in Hannover in particular those who work for or are interested in fields of: Kultureinrichtungen und Soziokulturelle, Kulturelle und politische Bildung, Erwachsenenbildung, Migration und Integration, Entwicklungspolitik, Umwelt und Klimawandel, internationale Kultur und Kunst.

2.2. Versus Competitors

By using a random prompt competitor's research, the brand occupies a distinguished position in Hannover, Lower Saxony and Germany. Beside the history, background and societal and civic engagement of the founder of KASCHTA brand, KASHTA introduces new products of 2 types of coffee, one type of tea, one type of cake and 3 types of cold drinks.

2.3. The Statement

The main statement of the brand is to innovate hospitality and to introduce a touch of palliative sense of hospitality into customers' hearts and minds in Hannover city.

3. KASCHTA Communication & Identity Elements

3.1. The name KASCHTA

This name is brought from far past mankind history.

KASCHTA ist der Name des Königs der kuschitischen Dynastie des alten Nubien im 8. Jahrhundert v.Chr.- des Nachfolgers von Alara, der ein König von Kusch war. Er wurde von seinen nubischen Nachfolgern in der 25. Dynastie allgemein als Begründer der königlichen Dynastie von Napatan angesehen und war der erste urkundlich erwähnte Prinz von Nubien.

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3.2. The Tagline

- We innovate hospitality”
- Wir denken Gastfreundschaft neu
- Sub-Tagline: “ A touch of palliative hospitality“.

3.3. The Logo



3.4. Colour Palette

Icon & shape	Color: #FFFFFF
Text	Color: #FFFFFF
Background	Color: #000000

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4. KASCHTA Presence Elements

4.1. The Website

Kaschta Café Website

4.2. Social Channels

Facebook - Youtube - Instagram - Tik Tok - X (Twitter)

4.3. Contents and advertising

Geschenke - Flyers - Visit cards - Posters usw

4.4. KASCHTA Café

Kaschta Café address is:
Scheide Straße 27
30625 Hannover

*The dream of lasting peace
World citizenship.
And the rule of international
Morality.*