

**SAINT VINCENT**

**AN ISLAND  
IN  
THE CARIBBEAN**







**PART OF  
SAINT VINCENT  
AND THE GRENADINES**

**AN ISLAND  
WITH  
A VOLCANO**







**A VOLCANO  
WITH  
A STORY**

**A VOLCANO  
THAT LAST ERUPTED  
IN 2020 / 2021**





**A VOLCANO  
CALLED  
LA SOUFRIÈRE**



**A VOLCANO  
THAT INSPIRED  
A BRAND**

**A BRAND CALLED  
LA SOUFRIERE  
CIGAR COMPANY**



**A BRAND  
WITH  
A STORY**

# **A STORY OF CIGARS**



**A STORY  
OF  
VINCENTIAN TOBACCO**





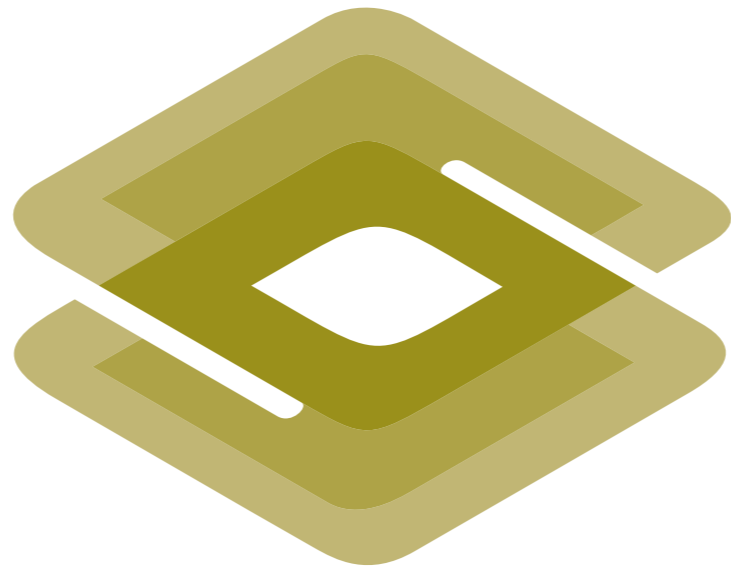


**HANDCRAFTED  
IN ST VINCENT  
BY EXPERT HANDS**





# THE BRAND



**LA SOUFRIERE**

**cigars**



## **Creative Explanation Brand / Logo**

The logo is an abstraction of the letter S.

The S is an eruption. The eruption of a volcano.

In the middle of the S you see an eye.

The eye of the volcano. But also a mouth.

The eye / mouth is the communication tool  
in which we highlight amongst others for example a heading.

The S also hints at the shape of a cigar box.

The wordmark was created to look and feel modern, yet timeless,  
with rounded letters in order to match the brand.

The tagline has also been created for the brand,  
with a uniquely shaped g to give it a contemporary look.

The colours blue and gold have been chosen  
to give the brand a trustworthy and exclusive appearance.  
These colours will be used in all future marketing materials.

All of these elements combine to give the impression of  
a longstanding, trustworthy, and reputable brand.

# THE CONCEPT

**ERUPTION**





**AN ERUPTION  
OF  
SMOKE**



**AN ERUPTION  
OF  
DESIRE**





**AN ERUPTION  
OF  
FLAVOUR**



**AN ERUPTION  
OF  
EXCLUSIVITY**





**AN ERUPTION  
OF  
TASTE**





**AN ERUPTION  
FOR  
MEN**







**AN ERUPTION  
FOR  
WOMEN**







**ENJOY  
LA SOUFRIERE  
ALONE**







**ENJOY  
LA SOUFRIERE  
TOGETHER**



**ENJOY  
LA SOUFRIERE  
ON YOUR OWN**





**ENJOY  
LA SOUFRIERE  
WITH A COFFEE**



**ENJOY  
LA SOUFRIERE  
WITH A COGNAC**





**ENJOY  
LA SOUFRIERE  
WITH A WHISKY**



**IDENTIFICATION  
WITH  
HIGH QUALITY BRANDS**

# ACCESSORIES







  
LA SOUFRIERE  
cigars

  
LA SOUFRIERE  
cigars

LA SOUFRIERE  
LA SOUFRIERE  
LA SOUFRIERE  
LA SOUFRIERE  
LA SOUFRIERE  
LA SOUFRIERE



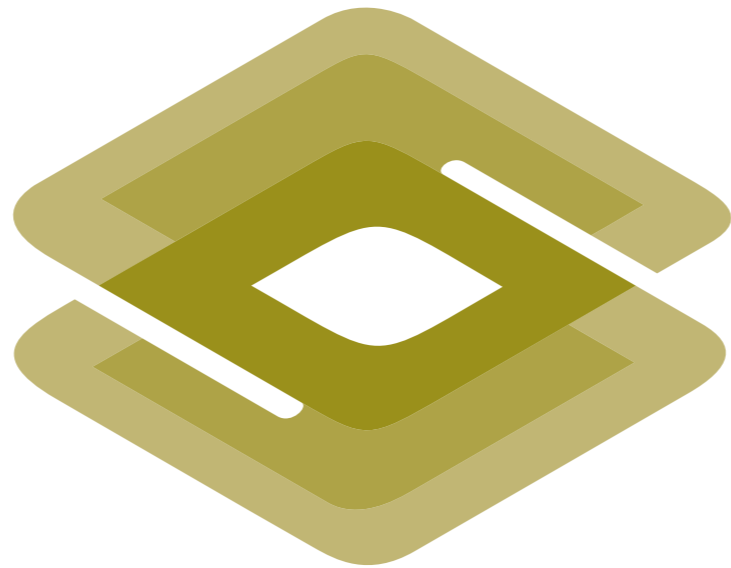
**CUSTOM CIGAR BOXES**

**WHITE LABELING**





**THE  
LA SOUFRIERE  
SOCIETY**



**LA SOUFRIERE**  
society







**EXPERIENCE  
THE ERUPTION**





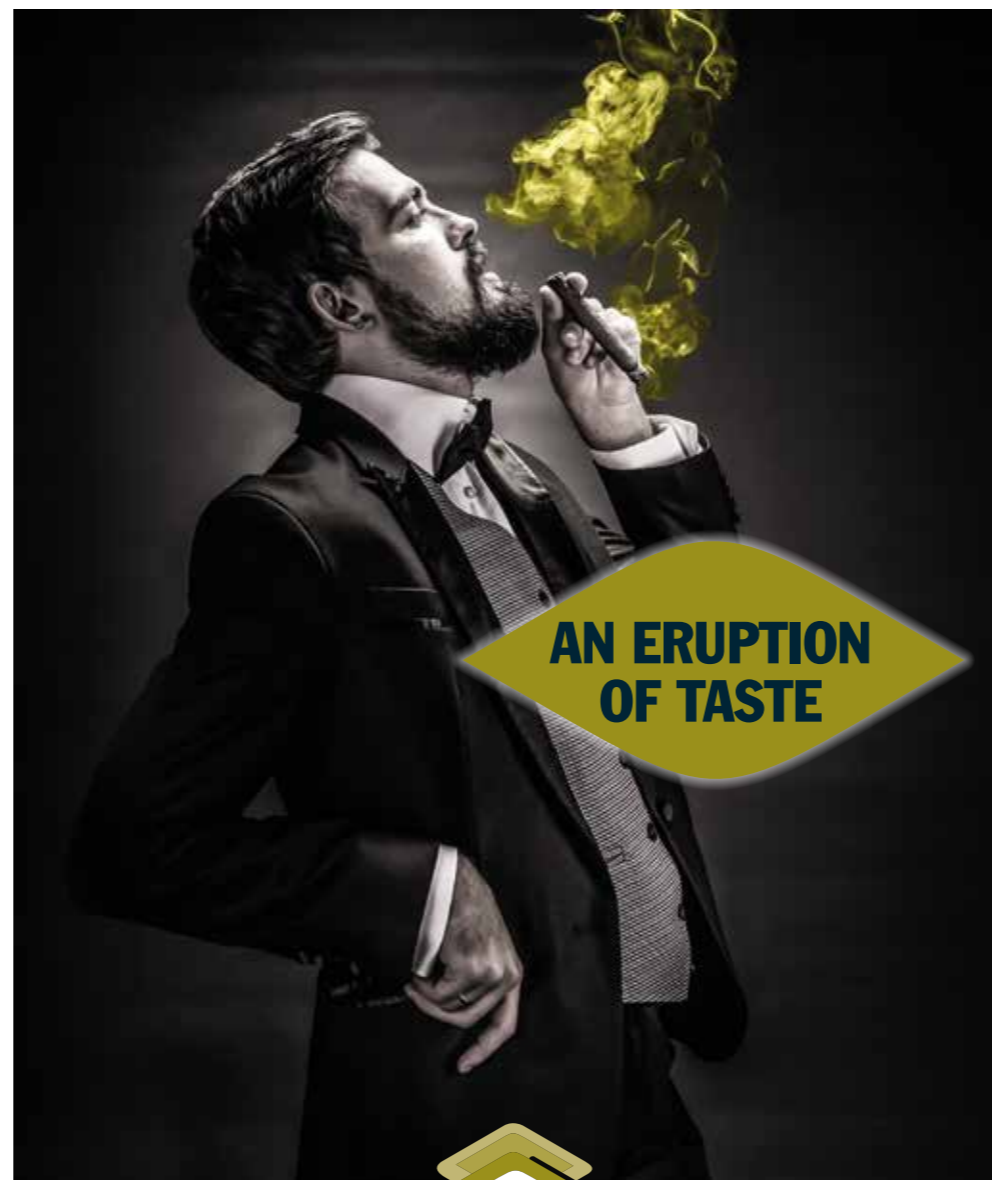
**MARKETING**



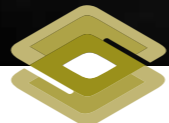
# CIGAR BAND



# FLYER

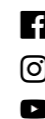


**AN ERUPTION  
OF TASTE**



**LA SOUFRIERE**  
cigars

lasoufrierecigars.com



# WEBSITE



# WEBSHOP

☰ *Smoke*



CIGAR SHOP

DEFAULT SORTING

NAME CIGAR | € 14,95 



*An Eruption of Taste*





**FOLLOW  
OUR STORY  
ABOUT CIGARS**

