

Our logo



Our logo

The Julius Meinl logo shows a young man wearing a fez, an Arabic/Turkish head covering in the shape of a blunt felt cone with a tassel. It is an homage to the story of how coffee came to Vienna. Legend has it that in 1683 Georg Franz Kolschitzky, imperial messenger, interpreter and businessman, obtained some sacks of coffee left behind after the Turkish siege of Vienna and used them to found the first Viennese coffee house, “Zur blauen Flasche”.

The original logo was created by Josef Binder. In 1924, the Viennese poster artist was asked by Julius Meinl II to create a fictional character to represent the Georg Franz Kolschitzky story. Binder drew a young Ottoman coffee expert raising a cup to his mouth. However, his facial features are reminiscent of Baroque Vienna.

Mattheo Thun, an internationally famous designer who recreated the logo in its current monochrome red, greatly reduced form in 2004, said that the historic logo templates reminded him of Viennese Baroque angels and incorporated this in his design.

Not only was Thun responsible for the redesign of the classic logo but also translated his ideas for the traditional Julius Meinl coffee service into 3D form. A red fez takes centre place in his design. It is found upside down in the form of cups, jugs and glasses.