
The story of Beavia brand- pure food. pure love.

from Latin: **Beatus** = happy, blissful

Via = journey, choice

Pure food: minimally processes food, with no additives and preservatives, rich in vitamins and minerals

Pure love: everything we do, we do with love, our secret ingredient is "a pinch of love"

Beavia - Happy journey

I myself am on **a happy journey through my life: "Our mission is to make people turn back to themselves and to nature through quality and tasty food** and thus find their happy journey."

Quality: minimally processed raw materials, with no additives and preservatives

Tasty: delicacy that we would cook at home


Štěpán Hodač

Founder of Beavia (former I love Hummus)



What does the logo stand for and how was it created

"**Happy journey**" in the context of food sounds almost esoteric to me. It represents a vision of a better life, a positive prospect. While creating the logo, I wanted to keep the symbolism of love and at the same time capture this philosophy. I remembered what it is like when you are looking across the sea or the ocean, seagulls are flying on the horizon, and you believe that there at its end there must be something beautiful. This feeling is fulfilling,

Therefore, I took the seagull from the horizon and with its help created a heart from the letter V and added the sun to dot the "i".  **The heart in the logo at the same time is the symbol and abbreviation BV** (Beavia) and can be used separately.

Ondřej Kříšťan



Designer of the logo