

**WE'RE ALL
ABOUT COFFEE.
TODAY.
TOMORROW.
TOGETHER.**



BRAND BOOK

OVERVIEW

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01

THE BRAND





NKG coffee is people's coffee.

We love coffee. It is the product that has fascinated us each day over the course of many decades. Coffee is the heart of this company, the core of our services and trading business. Through coffee, we connect producers on one end of the supply chain with all sizes of customers on the other end of the supply chain – like no one else. Coffee is our purpose, passion and motivation. Every day, we produce, buy, ship, import, taste, and distribute coffee to our global customer base while pursuing one overriding goal above all: that in the long-term, everyone involved along the entire value chain is able to make a good living from their work so that people around the world can enjoy their beloved daily cup of coffee for a long time to come.

We all contribute to this through our day-to-day performance - every employee is part of the big picture, and each one of our group companies around the world is important to our unique network. We are all part of a global coffee community and support new colleagues to grow into this family: we learn and benefit from each other, create synergies, and add value to our business - everything necessary to improve our service quality and to build or strengthen our partnerships. Together, we shape NKG and its special spirit, and together we bear and build responsibility for the future of coffee.

We are all guided and united by the enthusiasm for our unique product, and this is manifested in our guiding principle: We're all about coffee. Today. Tomorrow. Together. The values that represent and guide us, the vision we are striving for – and what it means for us and our partners – are presented in our Brand Manifesto.



COFFEE

**Single product,
single mind.**

We are dedicated
to coffee only.





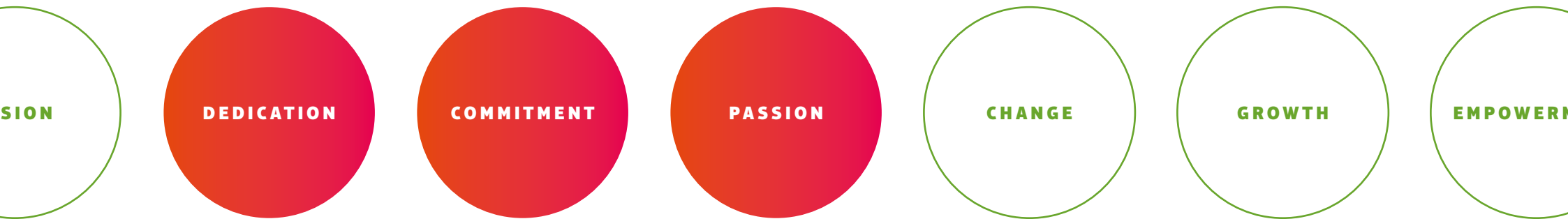
COFFEE

Single product, single mind. We are dedicated to coffee only.

Coffee as a product has always excited us. It is our history, our livelihood, and our future. It is and remains our only product around which all our services revolve. Attaining the best possible composition of processes is always a top priority for each of us. This includes sustainable solutions for all people working along the supply chain – from farm workers and family businesses to small or commercial roaster customers. As a full- service provider, we facilitate and create connections and infrastructure between both ends of the supply chain.

Our motto:

- Consistency and reliability through 100 % commitment to our only product
- Strengthen every colleague's passion (e.g., coffee knowledge training, cuppings)
- Regardless of the workplace we take pride in working with coffee and representing our product
- Unconditional support for all employees and their activities through permanent investment by the shareholders





PEOPLE // EMPLOYEES

**Many individuals,
one community.**
Coffee is a people's
business.





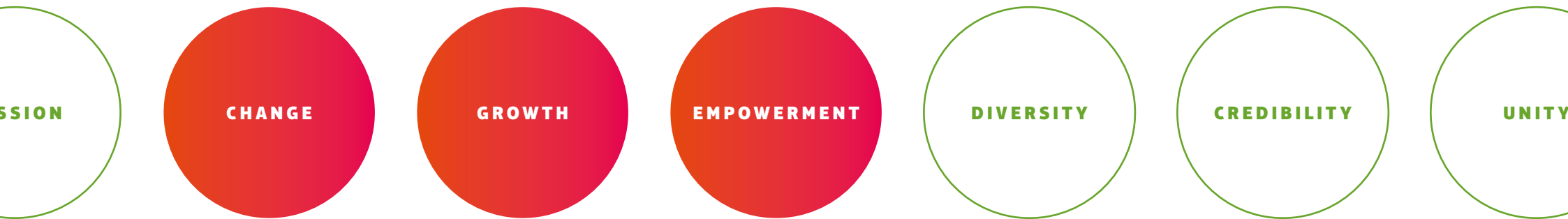
PEOPLE // EMPLOYEES

Many individuals, one community. Coffee is a people's business.

Every single employee, regardless of the place of work or occupation, contributes to the daily success of our business – and is an important part of the global coffee community. This global presence brings with it intercultural competence; we actively promote diversity in our group. Our consistency and reliability as an employer provide a stable foundation for the personal and professional development of all employees.

Our motto:

- Common set of values (e.g., Code of Conduct)
- Appreciation of the individual and collectiveness
- Long-term investment in employee training and development
- Seek and promote talent
- Diversity and equal opportunities are natural to us; both are strengthened and promoted with the help of targeted measures and activities – within and outside the group (e.g., training courses, NKG PACE)



3

GROUP // NETWORK

**Think global,
act local.**
Our coffee network
enables unique
opportunities.





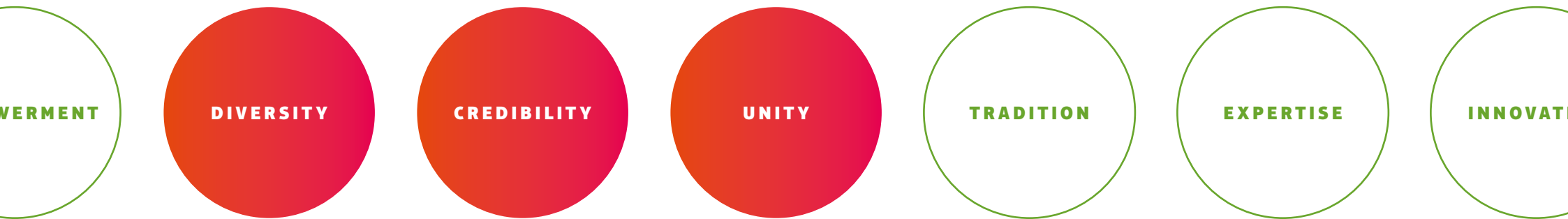
GROUP // NETWORK

Think global, act local. Our coffee network enables unique opportunities.

As we operate globally, the entire group benefits from a wide variety of business, regional, and cultural perspectives on the coffee supply chain. In doing so, we complement, support, help, and enrich each other. The close intercultural exchange that results simultaneously promotes the diversity and unity of our group. This creates a unique service level for all our customers, as we can react to any kind of circumstances from our own resources. Our broad network enables us to find flexible and independent solutions and opportunities for ourselves and our partners.

Our motto:

- Strong sense of togetherness within the entire group through a shared commitment to coffee
- Global structure combined with local presence gives us room to maneuver and the ability to react to global developments through local market knowledge and vice versa (e.g., supply chain disruptions)
- Worldwide personal contacts with intra-group business partners ensure trust and credibility



MARKET (LEADERSHIP)

4 Experienced experts, new impulses. We know how to keep our business agile.





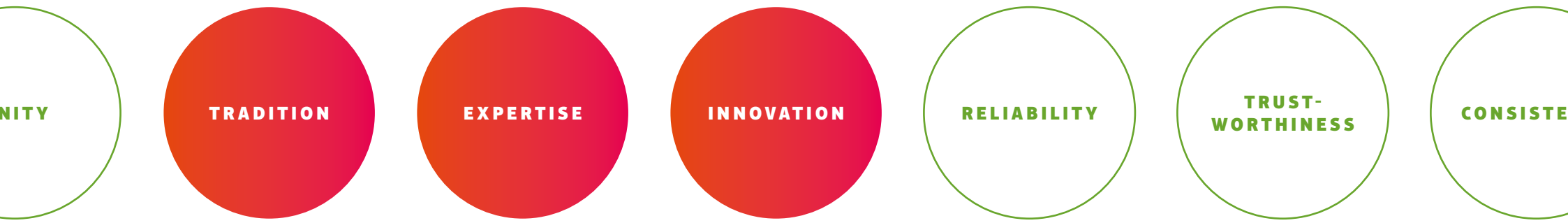
MARKET (LEADERSHIP)

Experienced experts, new impulses. We know how to keep our business agile.

Our actions as a group are based on our decades of experience as a family business. Our expertise and market leadership as a service provider entail responsibility above all. With applying our in-depth expertise in all areas of the green coffee supply chain, we maintain and expand our business. Instead of quick profits, we are interested in sustainable business success. We are driven by our passion for our only product, coffee.

Our motto:

- Main priorities in our business practices: consistency, reliability, and transparency
- Practical, pragmatic, and considered solutions
- No short-term actions; we calmly weigh up decisions
- Flat hierarchies lead to direct communication





PARTNERSHIPS

**Striving for
loyal, long-term
partnerships.**
Everyone along the supply
chain is our partner.





PARTNERSHIPS

Striving for loyal, long-term partnerships. Everyone along the supply chain is our partner.

Our strength as a group lies in our long-term relationships with our business partners no matter who we are dealing with; our customers, suppliers and all other parties along the supply chain. One of our key competences is to establish a connection between roasters and producers to ensure a balance of both side's interests. We are in tune with respective needs and can cover all aspects around the coffee supply chain, identify problems in good time and offer solutions. We keep our promises and are binding, pragmatic, and realistic.

Our motto:

- Creating a balance of interests and mediating between partners needs
- Business partners trust us because we are sincere and reliable
- Fair cooperation at eye level - business should be beneficial for both sides
- Supporting our customers and suppliers in minimizing their risks along the value chain
- Due to our diversity, we can offer the most suitable NKG company for each partner





FUTURE // VISION

**Today's
responsibility
for tomorrow.**
We can only tackle
it together.





FUTURE // VISION

Today's responsibility for tomorrow. We can only tackle it together.

Doing good by doing what is right - We are already taking responsibility for the issues that will be of great concern to us and the coffee industry in the future: climate change, sustainability, profitability of cultivation for future generations, diversity, transparency. We are tackling these challenges together as a group and jointly with the global coffee community. All together we must use all the tools at our disposal to ensure the future of the entire coffee supply chain. We will support any procompetitive effort to take on these challenges together.

Our motto:

- Clear commitment to sustainable coffee cultivation; supporting our customers and suppliers in implementing their contributions
- Implementation of a responsible and sustainable business at NKG through our Responsible Business Program
- Fair supply chains to build stable living conditions, e.g., improving the livelihood of producers through a wide range of initiatives and projects (e.g., NKG Bloom, NKG Verified)
- Collaborating pre-competitively with other stakeholders to address global relevant sustainability topics (International Coffee Partners, coffee & climate, Sustainable Coffee Challenge, Global Coffee Platform, ECOFFEE)
- Active contribution to (supra-)national federations and committees (e.g., International Coffee Organization (ICO), European Coffee Federation, German Coffee Association and others worldwide)



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We know how to keep
our business agile.

**Striving for
loyal, long-term
partnerships.**

Everyone along the
supply chain is our
partner.

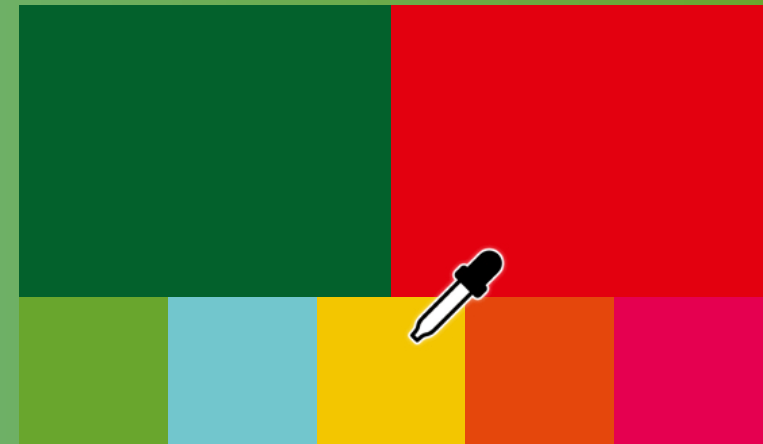
**Today's
responsibility
for tomorrow.**

We can only tackle
it together.

ST

02

THE BRAND ELEMENTS



THE CONCEPT. UNITING CONTRASTS.

In our line of work, we daily face **multiple challenges**. A tiny detail can have a big impact. The synergies between people, nature and trade commerce empower us for a **better tomorrow**.

Our visual language: **Big picture** with **small details**. Warmth and strength go hand in hand. The **strong statements** are set in a clear, geometric typography to underline the confident look.



Photography Style

This is a
disruptor

This is a
disruptor



Disruptors
and icons

Clear typography,
strong statements.

SMALL BEANS.

BIG BUSINESS.

Contrasting colors,
gradient and brand bar

THE CONCEPT.

UNITING CONTRASTS.

The design concept of UNITING CONTRASTS is born through a **smart combination** of different and somewhat opposed elements. As the concept name suggests, these elements create a wholesome idea by presenting contrasts on various levels. For example, through:

- Visuals
- Colors
- Gradients
- Headlines
- Typography

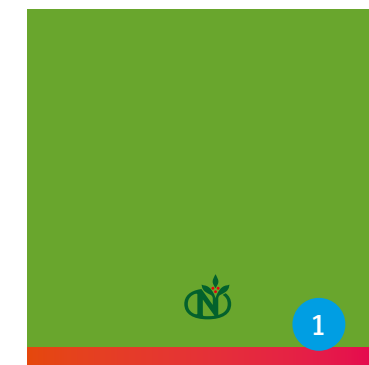
The example on the right depicts four pairs of contrasts:

- 1 Visual: There are two visuals combined, one from the WARM range, one from the FRESH range.
- 2 Headline: The contrast motif is transported through the words "HARD work. DELICATE treatment".
- 3 Typography: There are two different font styles in the headline - BLACK and THIN.
- 4 Gradients: The WARM gradient bar contrasts the FRESH visual.



The example below depicts two pairs of contrasts:

- 1 Visual: A visual from the WARM range is combined with the FRESH gradient bar.
- 2 Typography: there are two different font styles in the headline - BLACK and THIN.



The back-cover example depicts one pair of contrasts:

- 1 Color: The FRESH green background color contrasts the WARM gradient bar.

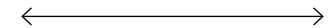
THE BRAND LOGO. OUR UNIQUE SIGNAGE.

The Neumann Kaffee Gruppe logo and its figurative mark are significant elements and stand at **the base** of all the communication materials we create. They too incorporate the concept of CONTRASTS which is represented here by **two colors** (Neumann GREEN and Neumann RED) and **two shapes** (ellipse and the vertical line).

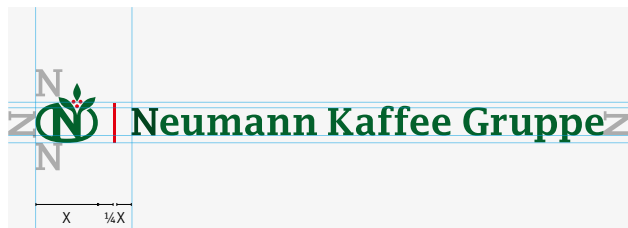
Minimum logo size:

40 mm (width)

300 px (width)



 | Neumann Kaffee Gruppe



Everyone needs a little (clear) space, so does our logo! Please respect this space to ensure best perception.



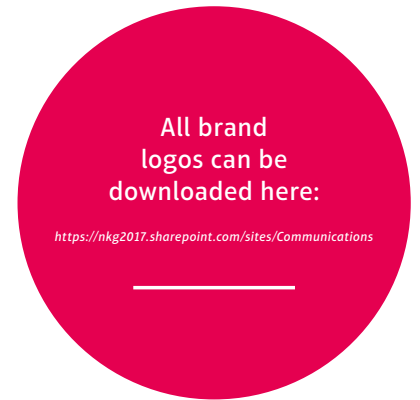
The negative version of the logo can be used on dark surfaces.



The figurative mark can be used without the word mark for special cases.

THE BRAND LOGO. FOR DIVERSE SUB BRANDS.

Being a global company, we have many diverse partners and sub brands all around the world. Our **common dedication** to coffee is expressed through the **consistent structure of the sub brand logos**. In case a new logo has to be developed, please ask the brand team for support.



Acting global means being flexible – so is our logo. Therefore we have created a logo set that allows for various applications. The **classic version** ist the one with the figurative mark left-aligned.



Company name with a single line



Company name with two lines, version 1



Company name with three lines



Company name with two lines, version 2

THE BRAND LOGO. MAXIMUM FLEXIBILITY.

Examples with the figurative mark aligned on the right:

Ceca | 

New Guinea
Highlands Coffee | 

Tropical Farm
Management Kenya | 

New Guinea
Highlands
Coffee | 

Tropical Farm
Management
Kenya | 

For special applications, other logo versions are possible, but need to be evaluated on a case-by-case basis. If you have any special requirements, please contact NG Communications: communications@nkg.coffee



THE COLORS. FROM FRESH TO WARM.

FRESH



CMYK 79.0.87.56
RGB 0.99.48
HEX #006330
PANTONE 349 C



CMYK 65.11.100.0
RGB 105.172.69
HEX #69ac45



CMYK 56.0.22.0
RGB 102.200.205
HEX #66c8cd



CMYK 6.21.97.0
RGB 240.197.34
HEX #f0c522



CMYK 0.99.50.0
RGB 237.27.91
HEX #ed1b5b



CMYK 2.82.100.0
RGB 236.86.36
HEX #ec5624



CMYK 0.100.100.0
RGB 237.28.36
HEX #ed1c24
PANTONE 032 C

WARM



Facts
Services
Corporate themes



People
Stories
Human resources

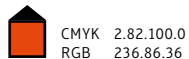
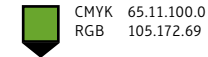
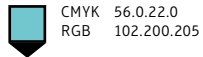


For us, all colors are equal! That is why we don't divide them into primary and secondary colors. Instead, we assign them to the FRESH or WARM color range. While the FRESH colors depict more technical and rational themes, such as facts, services or numbers, the WARM colors focus on the human and emotional aspects of our coffee business.

The Neumann GREEN and the Neumann RED colors, which derive from the logo, can also be used for disruptors, underlining or infographics.

In addition to the FRESH and WARM color range, black and white are used for the text elements.

THE GRADIENTS. MOVING FORWARD.



The two gradients symbolize the constant progress of Neumann Kaffee Gruppe. It's the steps we take towards a more sustainable future, towards empowerment for our partners, employees and coffee enthusiasts. It is a **sign of going forward** and never standing still. As one of the main brand elements the gradients are primarily used for the **brand bar**. But they can also be used for colored backgrounds, typography, icons and infographics.

TYPOGRAPHY. LIGHT AND BOLD.

APTIFER SANS LT PRO

Thin Light Regular Medium *Italic* **Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ!?.“„&%
abcdefghijklmnopqrstuvwxyz1234567890

As contrasts play a central role in our design, they must be present in the typography as well. The **Aptifer Sans** combines a sympathetic robustness with the openness and legibility that comes from the humanist tradition. That makes it suitable for bold headlines as well as for long copy, for both **print and digital communication**. The Aptifer Sans supports up to 81 different languages – a perfect fit for a global company with partners all around the world.

The Aptifer Sans LT Pro by Mårten Thavenius can be downloaded from our Comms N'Sider page: <https://nkg2017.sharepoint.com/sites/Communications>

The company's logo is set in "Lucida Bright" and it is an exception.



The combination of the Black and the Light typeface in the headlines transports the idea of CONTRASTS.

THE VISUAL CONCEPT. FRESH LOOK. WARM TOUCH.

The unique ability to unite contrasts into a whole is clearly transmitted through the visual concept. It is the combination of human close-ups with the bird's eye view of the coffee plantation fields. It is the depiction of modern devices and traditional hardworking hands. All these **different aspects of coffee business** are captured in **powerful image pairs** while the **FRESH and WARM** color range is always reflected in the imagery.



We don't show contrasts that might have an negative touch, e.g. extreme social contrasts (poor/rich, cheap/expensive).



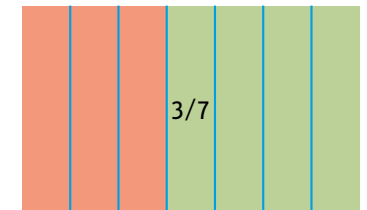
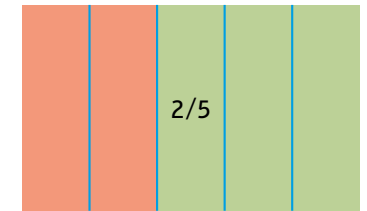
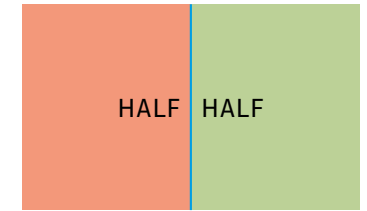
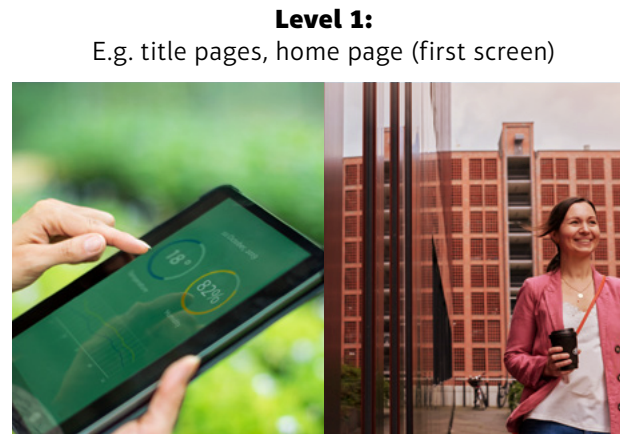


FRESH WARM

THE VISUAL CONCEPT.

CONTRAST ON DIFFERENT LEVELS.

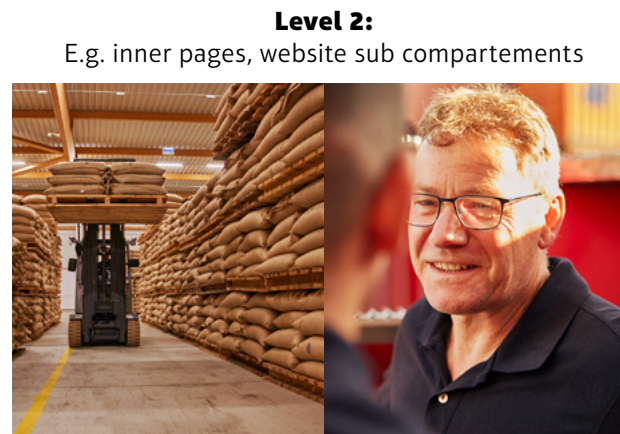
The guidelines for depicting the complex world of the coffee business are actually pretty simple: On the first level of communication (title pages, home pages, etc.) we recommend to combine visuals from the FRESH and WARM color range.



Different grids allow a flexible arrangement of the visuals.



CONTRAST by color and by perspective.



CONTRAST by perspective.



CONTRAST by content, color and perspective.

THE TONALITY. HOW WE SPEAK.

As a unity, which consists of many contrasts, our communication follows the same path of **duality**. That is why we always speak on two levels: **universal and personal, professional and emotional, factual and human**, and so on.

When speaking on behalf of Neumann Kaffee Gruppe please remember to be **coherent and kind, rational and respectful**. It is not necessary to use antonyms (good/bad, rich/poor, happy/sad) but rather use words that complete each other, making the communication round and complex.

EMOTIONAL
FACTUAL
PERSONAL
MUTUAL
RESPECTFUL
RATIONAL

LASTING TRADITION. CONSTANT INNOVATION.

Tonality examples – short headlines:

Small beans. Big business.

Global trade. Local craft.

Distant lands. Close relationships.

Hard work. Delicate treatment.

Tonality examples – long headlines:

We live coffee for the people who can't live without it.

We're future-driven because experience backs us up.

It's serious coffee business that makes us emotional.

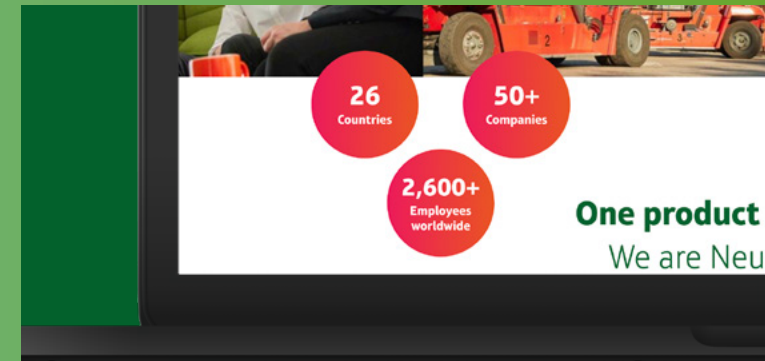
The headlines work according to a **synthesis mechanic**: some are very short and to the point, consisting of just 4 – 6 words and some are more elaborate, going deeper into the **complex world** of coffee.

If it is difficult to express the idea through duality, the headline structure can be slightly modified as long as the concept of UNITING CONTRASTS is still present.



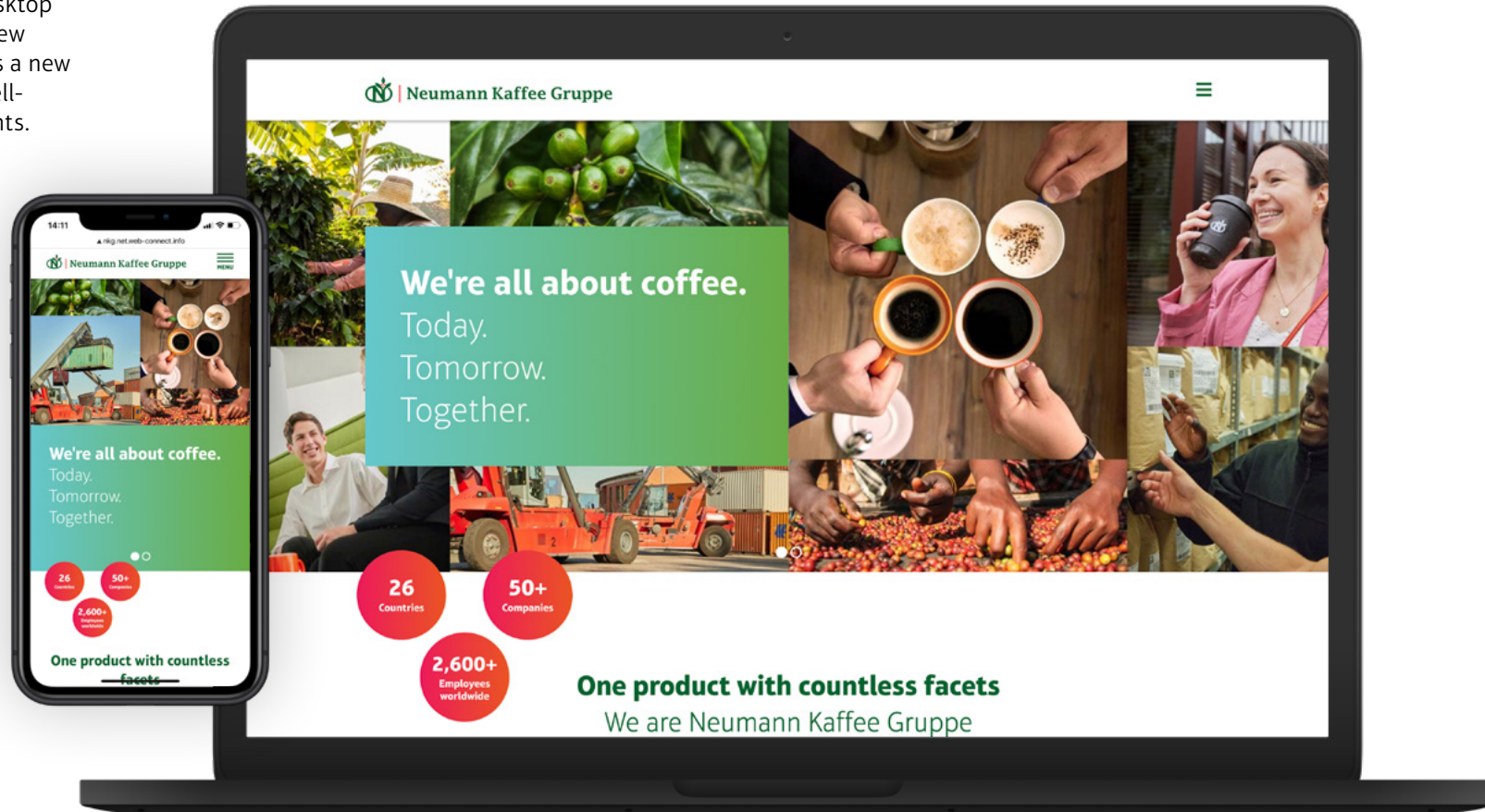
03

EXAMPLES OF USE



THE NKG WEBSITE. UNITING USABILITY AND STYLE.

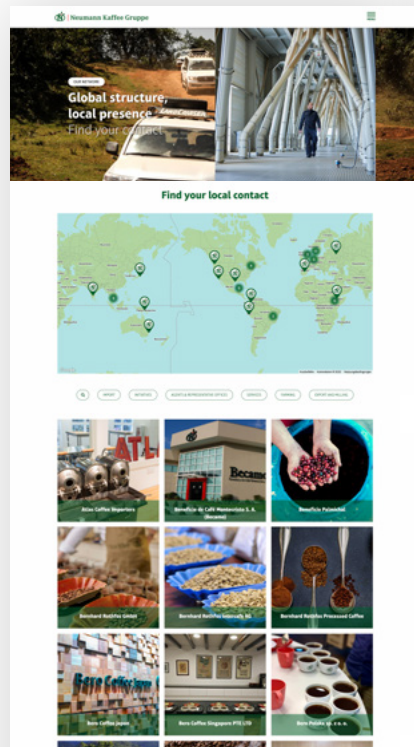
Optimised for desktop and mobile the new website combines a new fresh look and well-structured contents.



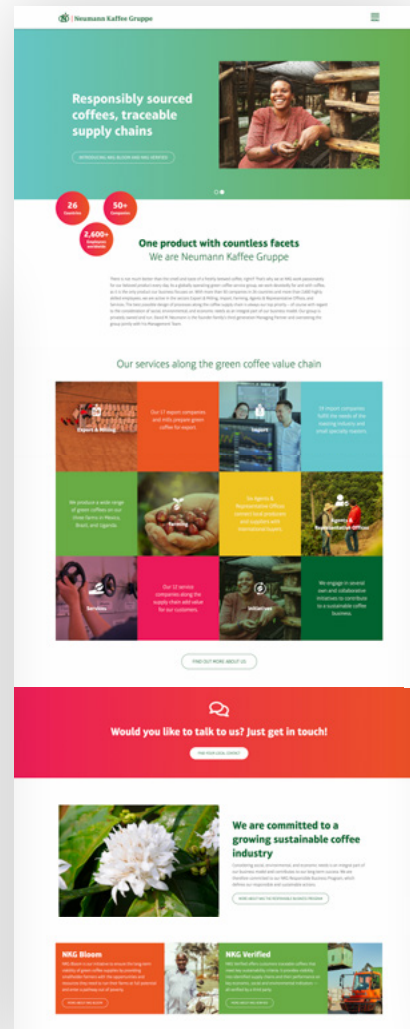
THE NKG WEBSITE. UNITING USABILITY AND STYLE.

Some exemplary pages
of the new NKG website

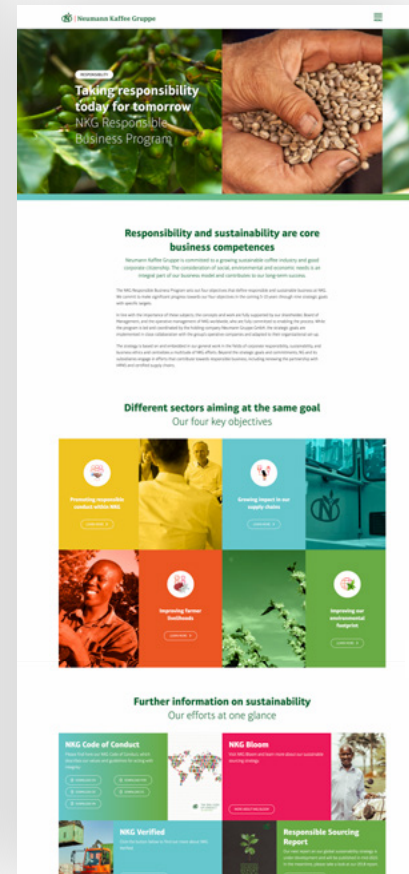
OUR NETWORK



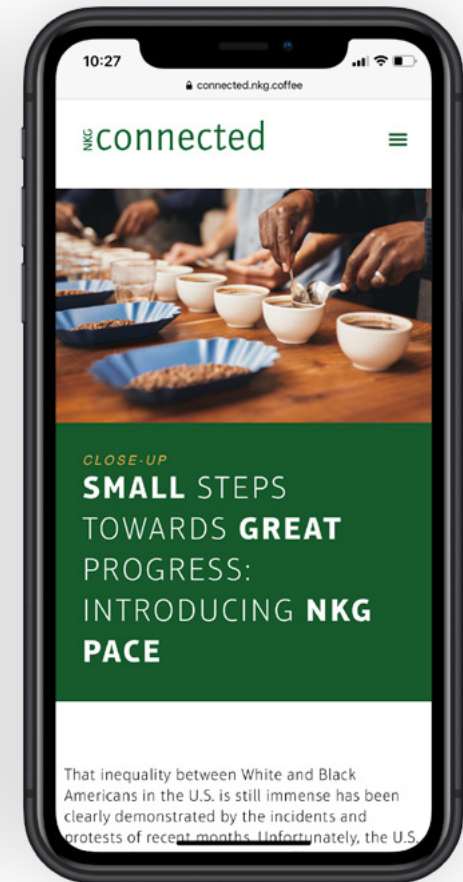
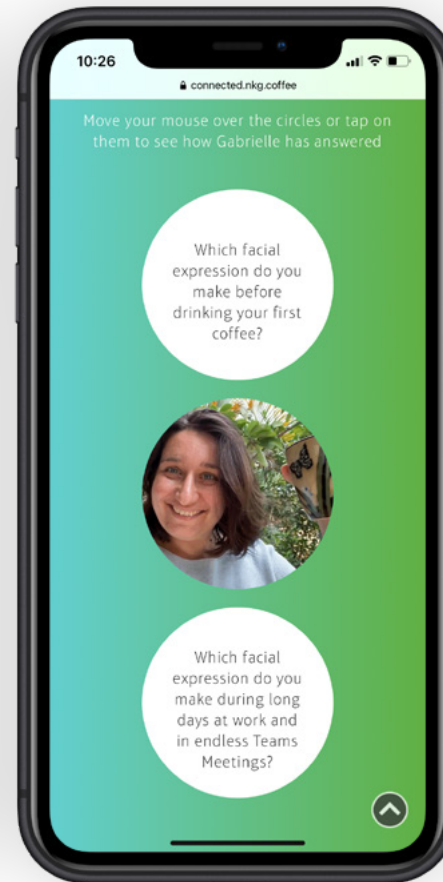
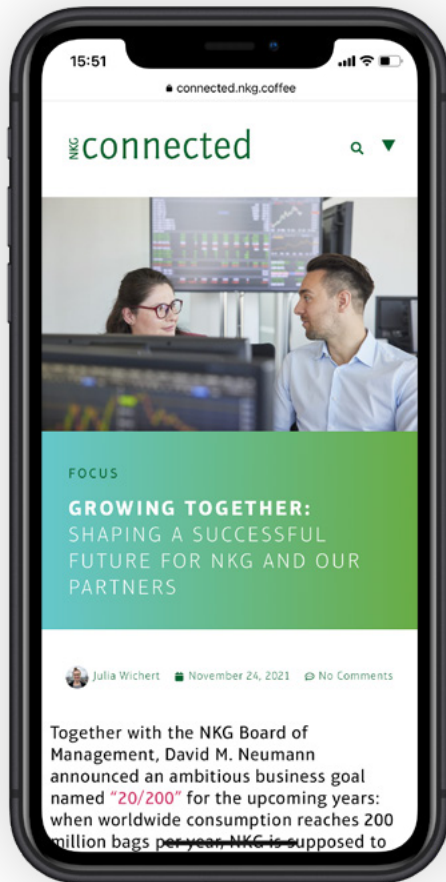
HOME



RESPONSIBILITY



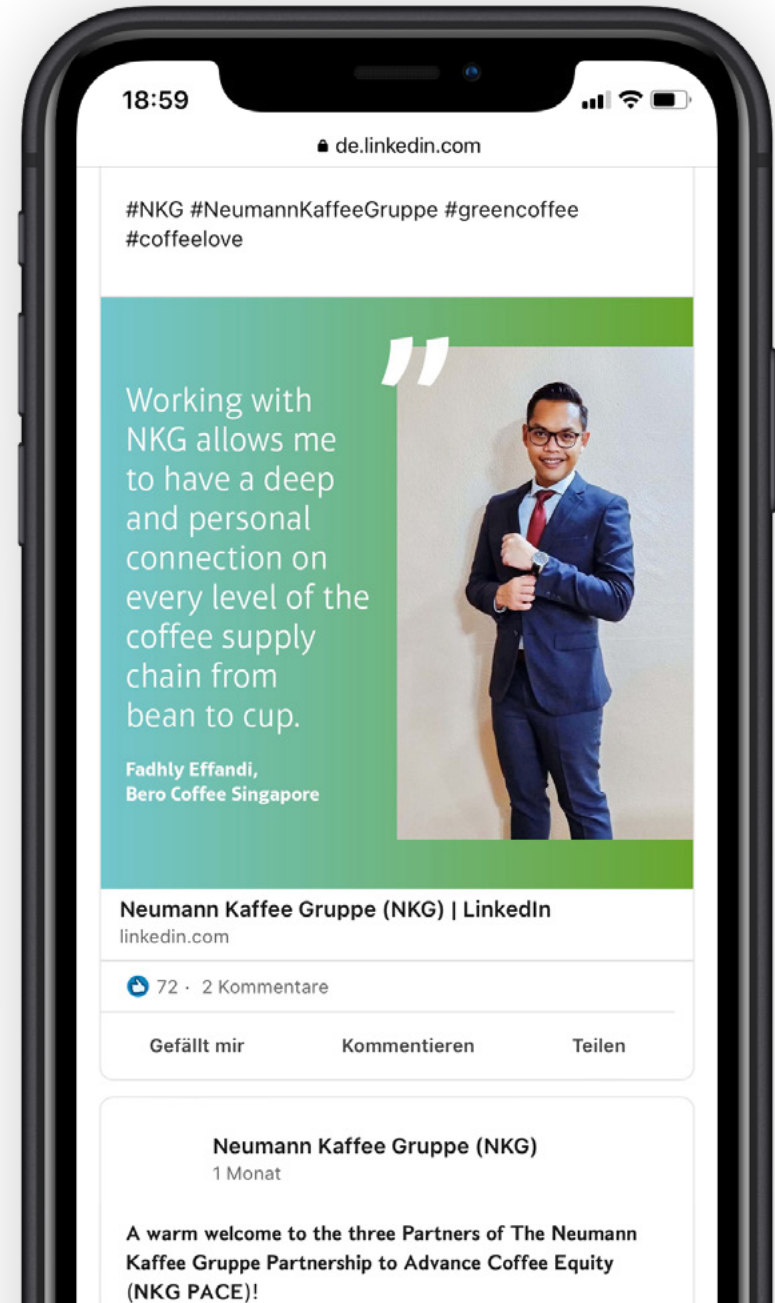
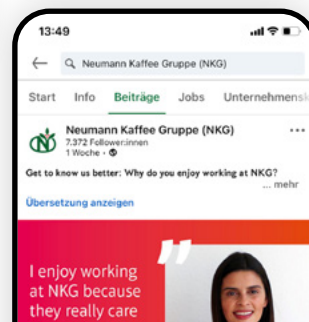
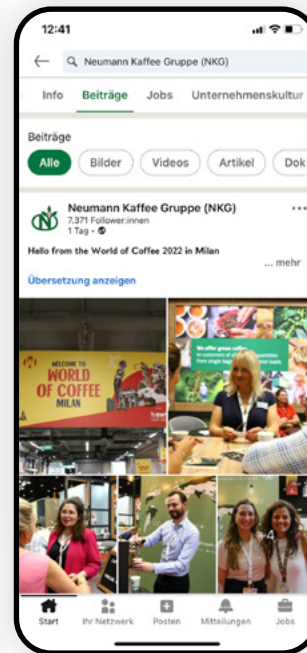
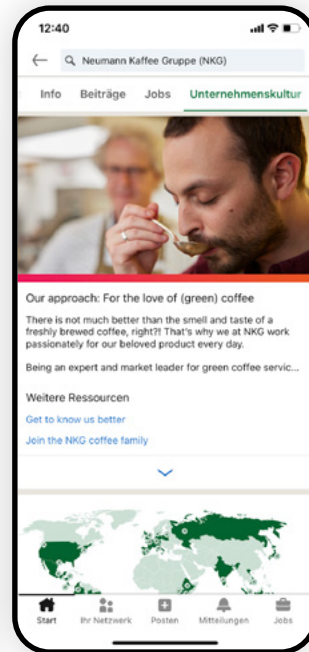
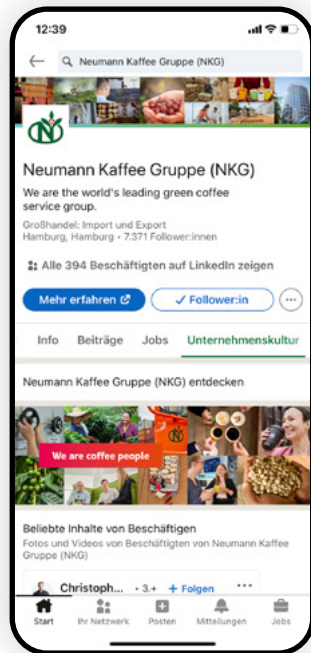
NKG CONNECTED. THE EMPLOYEE MAG GOES DIGITAL.



NKG CONNECTED. PRINT MAILING.



LINKEDIN PRESENCE. HUMAN. AUTHENTIC. APPROACHABLE.



STATIONARY. FRESHLY ASSORTED.

Paper qualities and print specifications:

Business cards:

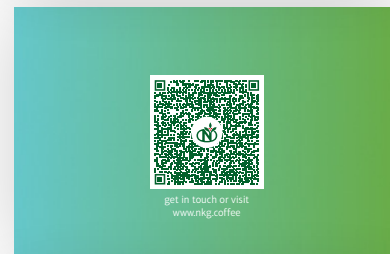
Format: 85 x 55 mm

Paper: Offset white PEFC
350 g/m²

Letterheads:

Format: DIN A4 or Letter (US)

Paper: SENDme (or comparable)
Smooth, bright white
100 g/m²



Example Company Ltd.
Mrs. Jane Average
Normalstreet 88
12345 Generalcity
Anycountry

Hamburg, 10.06.2022

Example Reference

Dear Mrs. Average,

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consetetur adipscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure

Kind regards,
Jon Doe

New Guinea Highlands Coffee Exports Ltd.
A Company of Neumann Kaffee Gruppe
1 Airport Rd · PO. Box 354 · Goroka · E.H.P. 441 · Papua New Guinea
Tel. +675 729 01 883 · +675 531 03 00 · Fax +675 532 19 89
admin.png@nkg.coffee · www.nghce.coffee · www.nkg.coffee

EMAIL SIGNATURES. CONSISTENT STRUCTURE.

A detailed instruction
for implementation
can be downloaded here:

<https://nkg2017.sharepoint.com/sites/Communications>

| Neumann Gruppe

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Neumann Gruppe GmbH
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David M. Neumann · Pablo Garcia C. · Justin Schulze-Smidt · Jörn Severloh
Registered Office: Hamburg - HRB 66888



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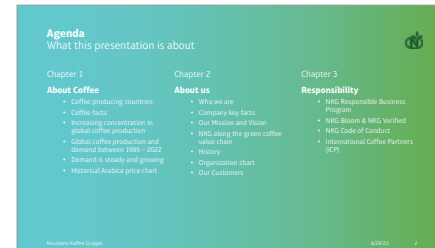
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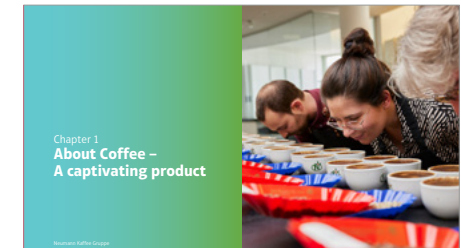
POWERPOINT TEMPLATES. FOR POWERFUL PRESENTATIONS.



Title slide



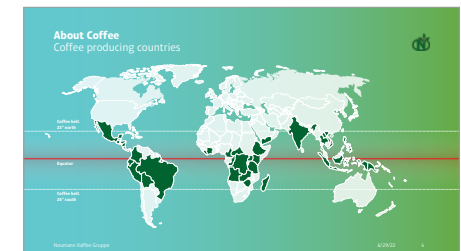
Agenda



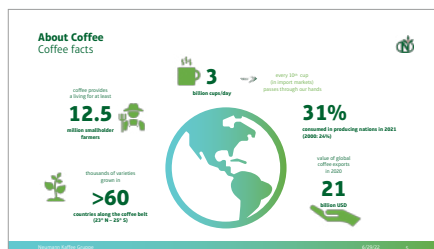
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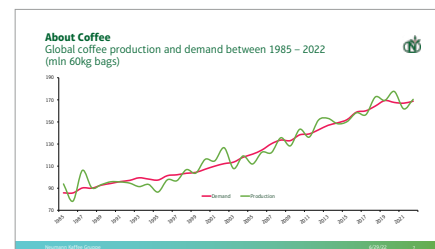
Content / Text slide



Map



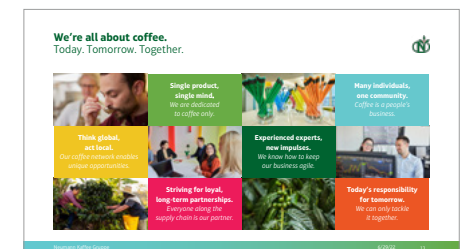
Infographic



Charts



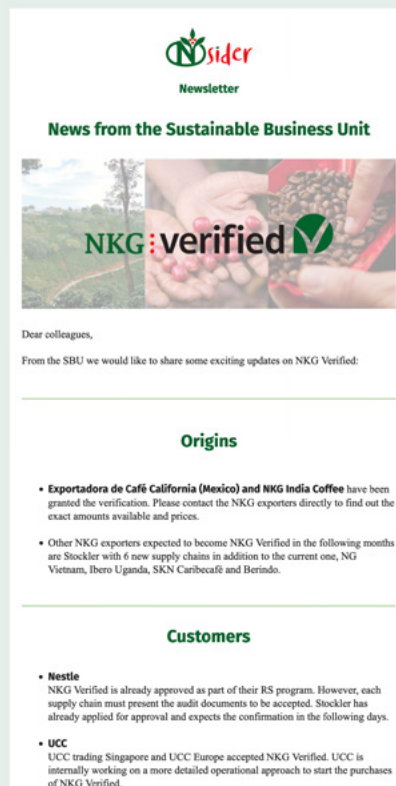
Statement slide



Manifesto

EMAIL NEWSLETTER. STAY TUNED.

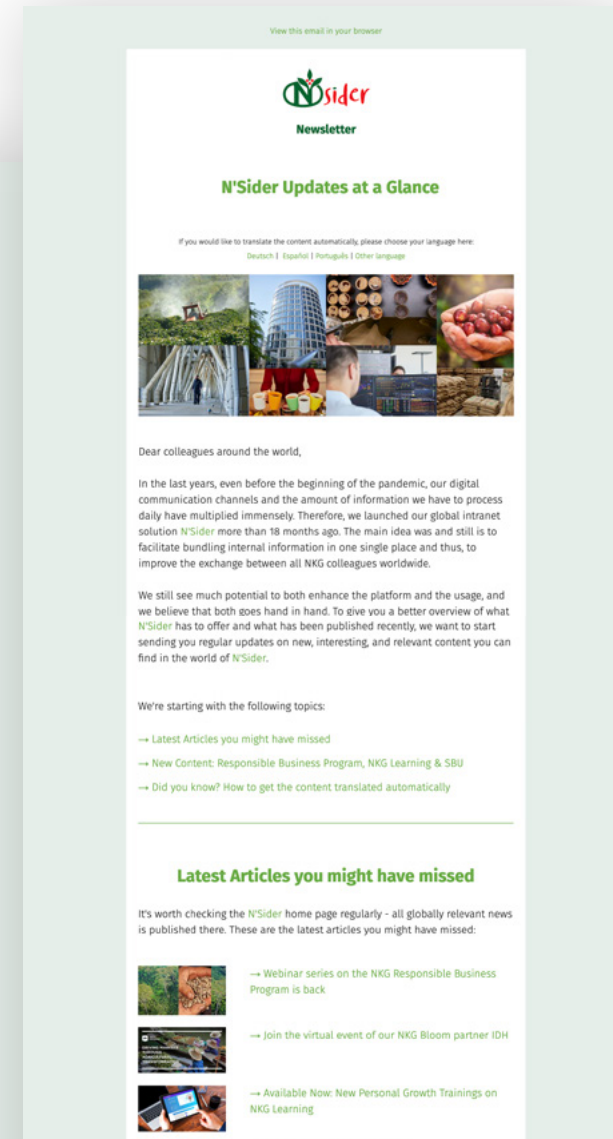
SUSTAINABLE BUSINESS UNIT NEWSLETTER



HR NEWSLETTER



N'Sider UPDATE



JOB ADVERTISEMENTS. FRESH LOOK FOR FRESH TALENTS.

Full-Stack-Entwickler (m/w/d) | Neumann Gruppe GmbH



Wir, die Neumann Kaffee Gruppe, sind der weltweit führende Rohkaffeedienstleister mit Tochtergesellschaften in 28 Ländern. Vom Hauptsitz in Hamburg aus unterstützt die Neumann Gruppe GmbH als Holding die Arbeit der weltweiten Gruppenfirmen mit unterschiedlichen Tätigkeiten und Dienstleistungen. Unsere Arbeitsfelder sind genauso verschieden wie unsere Mitarbeitenden und wir sind stolz darauf, diese Vielfalt zu leben.

Für unsere Firmenholding in Hamburg suchen wir zum nächstmöglichen Zeitpunkt einen

Full-Stack-Entwickler (m/w/d),

der mit uns an einem auf die Neumann Kaffee Gruppe zugeschnittenen Enterprise Data Warehouse (EDWH), an einer Sales-Plattform für unsere Trader und an weiteren Projekten arbeitet.

Das erwartet Sie bei uns

- Sie sind als Teil des Entwicklungsteams von der Konzeption bis zum Betrieb der Lösungen in allen Prozessschritten immer dabei (unser Tech-Stack beinhaltet: Java, Spring Boot, JavaScript, TypeScript, Angular, Docker, Jenkins, Azure Cloud, Kubernetes, Terraform, IntelliJ, Eclipse, Git, Maven).
- Sie entwickeln unsere bestehende IT-Landschaft weiter, implementieren neue Lösungen im Backend- und Frontendbereich und optimieren unsere Software kontinuierlich.
- Sie designen, entwickeln und betreiben Microservices, die in der Microsoft Azure Cloud betrieben werden.
- Sie unterstützen weltweit die Teams bei der Anbindung an unsere mit OAuth 2.0 gesicherten REST-APIs des EDWHs.
- Sie nutzen dabei agile Methoden der Softwareentwicklung und arbeiten mit externen Beratern und den internen Fachbereichen, auch international, zusammen.
- Sie lösen Probleme gemeinsam im Rahmen des Pair-Programmings und sorgen damit auch für eine bessere Wissensverteilung im Team.
- Sie sichern die Code-Qualität mithilfe von Code Reviews und Unit Tests.

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Full-Stack-Entwickler (m/w/d) | Neumann Gruppe GmbH



Das erwartet Sie bei uns

- Sie haben ein erfolgreich abgeschlossenes Studium der (Wirtschafts-/Medien-)Informatik oder eine vergleichbare Qualifikation
- Sie bringen Kenntnisse in folgendem Tech-Stack mit: Java und Spring Boot, Web-Technologien (JavaScript, TypeScript, HTML5, CSS) und PostgreSQL.
- Sie zeichnen sich eventuell auch durch Know-how in folgendem Tech-Stack aus: Angular, Azure Cloud, Terraform und Kubernetes.
- Sie können komplexe Zusammenhänge in den Anforderungen in zu entwickelnde Software überführen.
- Sie überzeugen mit Teamgeist sowie mit Kommunikationsvermögen und Engagement.
- Sie haben Freude am Pair-Programming und daran, Wissen zu teilen.
- Sie verfügen zudem über sehr gute Englischkenntnisse in Wort und Schrift; Spanisch ist wünschenswert.

Das schätzen unsere Mitarbeitenden

- Arbeiten in internationaler Atmosphäre in einem wachsenden und fortschrittlichen Unternehmen mitten in der HafenCity
- ein attraktives Gehalt mit Zusatzleistungen (betriebliche Altersvorsorge, Zuschüsse zum HVV-Profiticket und zur Verpflegung)
- flexible Arbeitszeiten inklusive der Möglichkeit zum mobilen Arbeiten
- individuelle Weiterbildungsmöglichkeiten

Haben wir Sie überzeugt?

Dann überzeugen Sie uns und bewerben Sie sich mit Ihren aussagekräftigen Bewerbungsunterlagen direkt über unser Jobportal: jobportal.nkg.net

Ihre Ansprechpartnerin ist:

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... and one last thing before you start.

We love our brand and its visual diversity. And we hope that you will enjoy communicating on behalf of it.

Think of the elements in this brand book as seeds. Treat them kindly, with respect, and the result will be complex, balanced and refined.

Just like a great cup of coffee.



ANY QUESTIONS? PLEASE CONTACT US.



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All templates
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on our N'Sider page:

<https://nkg2017.sharepoint.com/sites/Communications>

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