AFRO COFFEE



Properties list:

range of products update tube folding carton box coffee, tea and infusions metals glass and ceramics cardboard and paper identity by illustration illustrated character unusual visual association end-user packaging identity by system of colour identity by colour identity by textures and patterns identity by abstract shapes

Afro Coffee had started out as a simple café. But after a major re-design and adoption of a n ew concept, the café has become a global brand and expanded into a branch in Europe. By i nfusing the spirit of Africa and its design aesthetics into all aspects of the café and its p roducts - coffee, tea, fabrics, fashion - Afro Coffee has been able to develop a seamless image that is unforgettable.

Reference: http://www.afrocoffee.com/en/afro-coffee/

Credits:

Country: South Africa **Year:** 2007

Designers: Grant Rushmere, Tracy Rushmere, Peet Pienaar, Heidi Chilsholm

Other images:









