

# AFRO COFFEE

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## 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 new concept, the café has become a global brand and expanded into a branch in Europe. By infusing the spirit of Africa and its design aesthetics into all aspects of the café and its products - coffee, tea, fabrics, fashion - Afro Coffee has been able to develop a seamless image that is unforgettable.

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

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## Credits:

**Country:** South Africa

**Year:** 2007

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

Other images:

