STUMPTOWN COFFEE



Properties list:

end-user packaging
information about content
update
coffee, tea and infusions
labels and sleeves
sachet
contemporary
identity by system of colour
cardboard and paper
range of products
rough
opaque
identity by typography

From Fritz Mesenbrink website: "Duane Sorenson, Stumptown?s founder, came to me with the is bag redesign project. He had a bag with a slit in the front of it and wanted a way to display a ton of information about growers, farms, flavors, locations and more. Our solution was to make cards, colour-coded for each region.

Reference: http://www.hallofritz.com/?p=49

Credits:

Country: UK

Designer: Fritz Mesenbrink

Other images:







