

COFFEE TIME



Properties list:

end-user packaging
range of products
concept
coffee, tea and infusions
sachet
cup
pouch
plastics
cardboard and paper
classic
identity by pictograms
typographical texture
identity by illustration
identity by system of colour
identity by textures and patterns
disposable packaging

There is a contrast between the images and lettering used, and the packaging method. The images and the characters are elegant and remind of the beginning of the century. The colours (brown, beige and black) fit perfectly with the images, the logo and the product (coffee). On the other hand the packaging is the well known one-use paper cups and paper bag. Still, this cheap method is hardly recognizable thanks to the package design.

Reference: <http://studio-43.org> , <http://www.behance.net/studio43>

Credits:

Country: Latvia

Year: 2008

Agency: Studio 43

Other images:

