KAFFE 1668



Properties list:

system of graphical components
range of products
end-user packaging
new product
coffee, tea and infusions
labels and sleeves
sachet
plastics
cardboard and paper
instruction through pictograms
identity by pictograms
identity by system of colour

Being a unique coffee shop tucked away in downtown Manhattan, Kaffe 1668 needed a design system that had mass appeal, but worked specifically for them. With over 20 teas of 5 varieties, each with unique instructions and descriptions, a system was needed to clearly organize everything. In addition, being a small shop means the cost needs to be low, so a simple label was created which they could print themselves. This system was applied to various menus, stickers, and pastry labels, all of which were capable of being printed on standard letter size paper.

Reference: http://megancummins.com/works/packaging/Kaffe_1668, http://www.kaffe1668.com

Credits:

Country: United States of America

User: Kaffe 1668

Designer: Megan Cummins

Other images:







