BROOKLYN FARE COFFEE CUPS



Properties list:

end-user packaging range of products new product cup coffee, tea and infusions cardboard and paper minimal contemporary identity by typography identity by colour

?A key focus of our branding strategy was to give the store a unique voice to gain attention in an emerging neighborhood and distinguish it from chain store competitors. That voice came through in a literal manner, with irreverent text as the focus of the brand. We took great care to achieve the right tone; writing copy with a smart humor that New Yorkers would respond to.?

Reference: http://www.muccadesign.com/casestudies.php?case_studies_id=3

Credits:

Country: United States of America

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