## **UGLY BUG COFFEE**



## Properties list:

adults
range of products
end-user packaging
new product
coffee, tea and infusions
sachet
contemporary
plastics
typographical texture
identity by system of colour
information about content

Young & Laramore created a new look for Memphis based Ugly Bug Coffee Brand. The new packaging is a part of a comprehensive re-branding and marketing effort. To help the packaging stand out among other premium specialty coffees on the shelf, Y&L partnered with a traditional letterpress and design company, Yee-Haw industries.

Each product of the line is identified by a color and an ironic text about the effect of the coffee on people.

"We felt that the painstaking art of letterpress was key to creating a signature graphic tone, first and foremost because letterpress is both unpretentious and hand-crafted" said Charlie Hopper, creative director at Y&L.

Reference: http://www.uglymugcoffee.com

## Credits:

Country: United States of America

**Year:** 2008

**Agency:** Young & Laramore **User:** Ugly Mug Coffee

## Other images:

