COFFEINE



Properties list:

identity by system of colour identity by illustration unusual structural association contemporary cardboard and paper metals folding carton additional structural elements coffee, tea and infusions new product range of products end-user packaging adults

Coffeine is an ultra-caffeinated coffee bean brand. Clever touches bring this packaged set together. The scribbled icons tie into the fun product descriptors, 'wired-up', 'keyed-up' and 'stirred-up'. The packaging handles are replicas of the drawn icons on the front of each box. The finishing touch is the structural play of the boxes nesting against each other - making the set work congruently as a group.

Reference:

Credits:

Country: United States of America

Year: 2007

Designer: Ashley Exton

This document was created by www.packagingdesignarchive.org

 $Original\ web\ page:\ http://www.packagingdesignarchive.org/archive/pack_details/1940$

Other images: