SEATTLE COFFEE

Properties list:

end-user packaging
range of products
new product
labels and sleeves
sachet
pouch
polylaminated
contemporary
metallescent
photo to evoke
identity by photo
identity by system of colour
coffee, tea and infusions

From Brandhouse site: Creating a new-category - and putting upmarkey coffee on the British High Street - by telling a story about how "Coffee lifts people's spirits.

Reference: http://www.brandhouse.co.uk/flash.html

Credits:

Agency: Brandhouse

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