GOTGATAN STORIES



Properties list:

end-user packaging
range of products
new product
coffee, tea and infusions
bakery and bread
wrapper
shopping bag
sachet
cup
cardboard and paper
minimal
contemporary
opaque
identity by typography

Project by BVD for the swedish "Götgatan Stories", the first "Stories Café", opened in the au tumn of 2007. The graphics are clean and simple, but at the same time surprising and playful. The design exudes personality, quality, style and a big city feeling. The minimal graphic is declined in the great variety of bags and secondary packaging. It is highly characteristic for the brand image. The challenge was to create a strong and totally unique café experience: from concept and name, to graphic profile and packaging. The concept n eeded to be warm, welcoming, honest and genuine and targeted to young professionals. Black, white and stainless steel is blended with warm wood, and the old fashioned café-f eeling expressed by things like a board with old, detachable letters and traditional cups and trays.

Reference: http://www.bvd.se/en/projects-clients-tures-1.htm

Credits:

Country: Sweden
Year: 2007
Agency: BVD
User: Stories

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