

AFRO COFFEE



Properties list:

range of products
update
tube
folding carton
box
coffee, tea and infusions
metals
glass and ceramics
cardboard and paper
identity by illustration
illustrated character
unusual visual association
end-user packaging
identity by system of colour
identity by colour
identity by textures and patterns
identity by abstract shapes

Afro Coffee had started out as a simple café. But after a major re-design and adoption of a new concept, the café has become a global brand and expanded into a branch in Europe. By infusing the spirit of Africa and its design aesthetics into all aspects of the café and its products - coffee, tea, fabrics, fashion - Afro Coffee has been able to develop a seamless image that is unforgettable.

Reference: <http://www.afrocoffee.com/en/afro-coffee/>

Credits:

Country: South Africa

Year: 2007

Designers: Grant Rushmere, Tracy Rushmere, Peet Pienaar, Heidi Chilsholm

Other images:

