

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 autumn 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 needed 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-feeling 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

Other images:

