

COFFEE TIME



Properties list:

- end-user packaging
- range of products
- concept
- coffee, tea and infusions
- sachet
- cup
- pouch
- plastics
- cardboard and paper
- classic
- identity by pictograms
- typographical texture
- identity by illustration
- identity by system of colour
- identity by textures and patterns
- disposable packaging

There is a contrast between the images and lettering used, and the packaging method. The images and the characters are elegant and remind of the beginning of the century. The colours (brown, beige and black) fit perfectly with the images, the logo and the product (coffee). On the other hand the packaging is the well known one-use paper cups and paper bag. Still, this 'cheap' method is hardly recognizable thanks to the package design.

Reference: <http://studio-43.org> , <http://www.behance.net/studio43>

Credits:

Country: Latvia

Year: 2008

Agency: Studio 43

Other images:

