

# KAFFE 1668

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## Properties list:

- system of graphical components
- range of products
- end-user packaging
- new product
- coffee, tea and infusions
- labels and sleeves
- sachet
- plastics
- cardboard and paper
- instruction through pictograms
- identity by pictograms
- identity by system of colour

Being a unique coffee shop tucked away in downtown Manhattan, Kaffe 1668 needed a design system that had mass appeal, but worked specifically for them. With over 20 teas of 5 varieties, each with unique instructions and descriptions, a system was needed to clearly organize everything. In addition, being a small shop means the cost needs to be low, so a simple label was created which they could print themselves. This system was applied to various menus, stickers, and pastry labels, all of which were capable of being printed on standard letter size paper.

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Reference: [http://megancummins.com/works/packaging/Kaffe\\_1668](http://megancummins.com/works/packaging/Kaffe_1668) , <http://www.kaffe1668.com>

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## Credits:

**Country:** United States of America

**User:** Kaffe 1668

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Other images:

