

GOOD CO. COFFEE

Properties list:

- new product
- coffee, tea and infusions
- sachet
- plastics
- ironic
- contemporary
- identity by illustration
- identity by colour
- range of products
- end-user packaging



Coffee package series for an Australian coffee-bar chain designed by an agency Landor in Sydney. Simple design, simple illustration, ironic message; 'Too bad you pressed snooze on e too many times this morning, you're late for work, and you feel like a zombie. So here's that jump start you need - the perfect cup of coffee.' The package also fits perfectly to the whole, quite original, concept and graphic design of the shop.

Reference: <http://www.goodcoafe.com/>

Credits:

Country: Australia

Year: 2009

Agency: Landor Associates

Other images:

