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 whol e, quite original, consept and graphic design of the shop.

Reference: http://www.goodcocafe.com/

Credits:

Country: Australia

Year: 2009

Agency: Landor Associates

Other images:

