

# GOOD CO. COFFEE

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## 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.

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

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## Credits:

**Country:** Australia

**Year:** 2009

**Agency:** Landor Associates

Other images:

