

# BROOKLYN FARE COFFEE CUPS

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## Properties list:

end-user packaging  
range of products  
new product  
cup  
coffee, tea and infusions  
cardboard and paper  
minimal  
contemporary  
identity by typography  
identity by colour

?A key focus of our branding strategy was to give the store a unique voice to gain attention in an emerging neighborhood and distinguish it from chain store competitors. That voice came through in a literal manner, with irreverent text as the focus of the brand. We took great care to achieve the right tone; writing copy with a smart humor that New Yorkers would respond to.?

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**Reference:** [http://www.muccadesign.com/casestudies.php?case\\_studies\\_id=3](http://www.muccadesign.com/casestudies.php?case_studies_id=3)

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## Credits:

**Country:** United States of America

**Year:** 2008

**Agency:** Mucca Design

Other images: