

BROOKLYN FARE COFFEE CUPS



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.?

Reference: http://www.muccadesign.com/casestudies.php?case_studies_id=3

Credits:

Country: United States of America

Year: 2008

Agency: Mucca Design

Other images: