

# 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: