

# UGLY BUG COFFEE

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## Properties list:

- adults
- range of products
- end-user packaging
- new product
- coffee, tea and infusions
- sachet
- contemporary
- plastics
- typographical texture
- identity by system of colour
- information about content

Young & Laramore created a new look for Memphis based Ugly Bug Coffee Brand. The new packaging is a part of a comprehensive re-branding and marketing effort. To help the packaging stand out among other premium specialty coffees on the shelf, Y&L partnered with a traditional letterpress and design company, Yee-Haw industries.

Each product of the line is identified by a color and an ironic text about the effect of the coffee on people.

"We felt that the painstaking art of letterpress was key to creating a signature graphic tone, first and foremost because letterpress is both unpretentious and hand-crafted" said Charlie Hopper, creative director at Y&L.

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

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## Credits:

**Country:** United States of America

**Year:** 2008

**Agency:** Young & Laramore

**User:** Ugly Mug Coffee

Other images:

