

COFFEINE



Properties list:

- identity by system of colour
- identity by illustration
- unusual structural association
- contemporary
- cardboard and paper
- metals
- folding carton
- additional structural elements
- coffee, tea and infusions
- new product
- range of products
- end-user packaging
- adults

Coffeine is an ultra-caffeinated coffee bean brand. Clever touches bring this packaged set together. The scribbled icons tie into the fun product descriptors, 'wired-up', 'keyed-up' and 'stirred-up'. The packaging handles are replicas of the drawn icons on the front of each box. The finishing touch is the structural play of the boxes nesting against each other - making the set work congruently as a group.

Reference:

Credits:

Country: United States of America

Year: 2007

Designer: Ashley Exton

Other images: