## LEVEL GROUND



## Properties list:

range of products
extra-use of packaging
new product
coffee, tea and infusions
pouch
plastics
cardboard and paper
opaque
identity by typography
photo to evoke
identity by photo
identity by system of colour
end-user packaging
packaging as a new medium
information about content

Founded in 1997, Level Ground Trading of Victoria, BC is dedicated to trading fairly and directly with small-scale producers in developing countries, and to market their products in North America, offering their customers ethical choices. Level Ground selected Subplot Design to examine their brand and packaging system and help the company connect with a broader consumer audience.

The packaging platform takes the thought further: the producer is the real hero. Celebrated with intimate, inviting photography "in situ", the farmers grace innovative zip-locking, authentic kraft bags, with a label that declares Level Ground's expertise and deep knowledge of the origins and taste profiles of each of their coffees. From the most prevalent 300g bags, to 2lb club-store bags, 5lb coffee store "eco-cubes", and 6 and 12-pack shipper displays, the brand comes alive consistently but with rich variation to tell the whole story of Level Ground.

Reference: http://www.levelground.com/

Credits:

Country: Canada

Agency: Subplot Design

## Other images:















