

# LEVEL GROUND

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## 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.

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

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## Credits:

**Country:** Canada

**Agency:** Subplot Design

Other images:

