## KITCHEN AND PANTRY COFFEE PACKAGING



## Properties list:

end-user packaging
range of products
new product
identity by illustration
coffee, tea and infusions
contemporary
polylaminated
sachet
metallescent
identity by system of colour

Based in London's fashionable Notting Hill, a local business approached the international branding experts to create an identity for its venture: an upscale coffee house and grocery store just round the corner. The identity for Kitchen and Pantry features a witty take on a mug tree, executed across packaging in appetizing earthy tones and silver.

Reference: Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007

Credits:

Agency: Identica

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