

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

Other images: