

Coffee House Brand Identity
 & Packaging Project



ICON CONCEPT

Tivoli Roasters is a unique coffee brewing company that is local and loyal to Watertown, WI. Tivoli Roasters has done to the coffee market what craft beer breweries have done to the beer industry: creating a collection of quality roasts without forgetting about the quantity of options. The inspiration was gathered from the local watertower in Watertown, along with a morning sunrise, and you can't forget about the toasty coffee mug we hold in our hands to start our day.



COLOR

The Pantone 7580 was chosen as the main accent color because of its muted modern quality that compliments the simple watertower icon, but mostly because of its warm and calm character.



TYPEFACE

Avenir Black was selected as the primary or header typeface because it is a clean sans-serif font that compliments the thick shape character of the icon. Then Merriweather Regular was chosen as a secondary typeface because it correctly contrasts Avenir and fits aesthetically. This secondary font will be used for bodies of text on packaging, collateral and other information.

AVENIR (BLACK)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

MERRIWEATHER (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

People gravitate towards brands like they choose their friends... Designers and marketers need to realize that they are not just selling products; they are telling stories through packaging. Package design is the visual expression of the brand's soul. DuPuis & Silva, *Package Design Workbook*

For this assignment, you are asked to design an identity system and packaging for an imaginary coffee house. Think Starbucks, New Moon, or Planet Perk—all here in Oshkosh. Or Colectivo in Milwaukee and Madison.

Before you start, have a good look at existing design for this type of business. What looks good? What doesn't quite work? Beverage packaging and identity are designed to grab consumer attention in a crowded marketplace. ___*___, with three planned locations, wishes to attract the same kind of customers that already frequent the businesses listed above. It is up to you to understand the needs & desires of your target audience, and these findings need to shape your design choices. (If you wish, you may choose to target a subset of coffee shop clientele.) How can you grab their attention? And beyond a good product and a comfortable interior, what will make them come back for more?

Begin by designing a strong logo/wordmark for your product. Go through the usual design process: sketch thumbnails, refine, and revise. Choose a color scheme. Pick type. What sort of illustrations might you include? Photos, drawings, patterns... or maybe it's all type. I am looking for a comprehensive identity program here, something that can be applied to any number of promotional components, whether 2D, 3D, or digital.

Next, apply the identity to these items:

- Bag for coffee beans
- Cup
- Sleeve for cup
- Sample of packaging to transport baked good(s).
- Reloadable payment card (similar to Starbucks')
- One-page Brand Identity Guide listing typefaces, color scheme, etc.

See schedule for detailed timeline.

Final presentation format should consist of a complete professional-grade product mock-up designed to be presented to the client. And don't forget that process book.

* The name of the business is up to you. Start brainstorming names.

