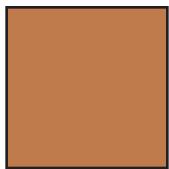


CMYK Values: 21.81%  
45%  
77%  
0%

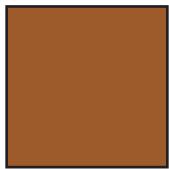
RGB Values: 203  
147  
85

Typefaces Used:  
- Telugu MN  
- Palatino Regular  
- Palatino Bold  
- Helvetica Bold  
- Helvetica Regular



CMYK Values: 21.81%  
56.56%  
77.82%  
5.26%

RGB Values: 191  
122  
75



CMYK Values: 29.11%  
67.72%  
95.43%  
18.89%

RGB Values: 157  
90  
42





be able to help you start your morning with a smile.

is to not only provide the best coffee that we can offer, but to also beans imported from Colombia to the United States. Our mission and production of both instant coffee grounds and packaged coffee resides in Colton Royal. Café Colombiana focuses on the packaging residen-

Renton, Washington which began in February of 2016 by local and produced from both instant coffee grounds and packaged coffee beans imported from Colombia to the United States. Our mission and production of both instant coffee grounds and packaged coffee resides in Colton Royal. Café Colombiana focuses on the packaging residen-

Café Colombiana is a coffee packaging company based out of

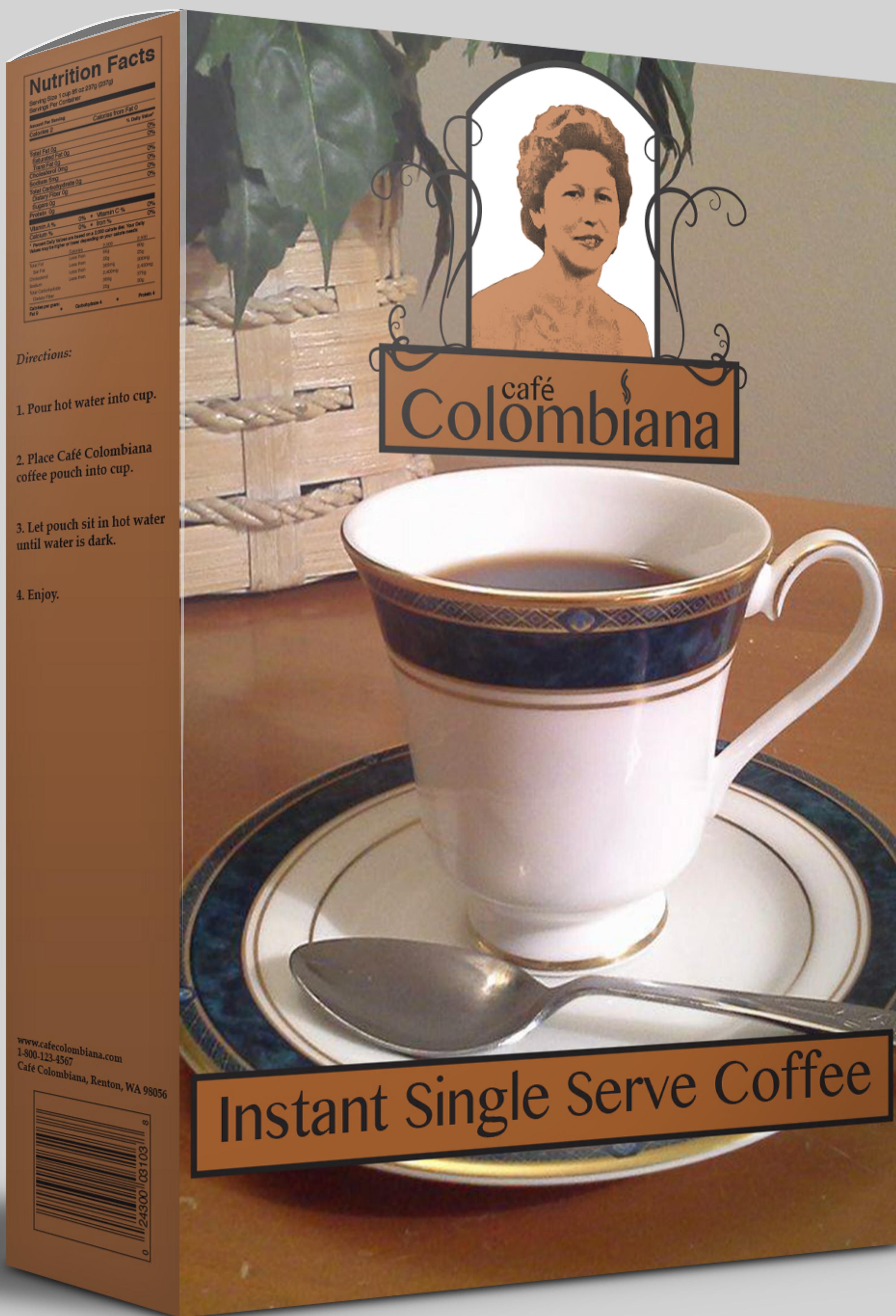
DIRECTIONS:

1. Pour hot water into cup.
2. Place Café Colombiana coffee pouch into cup.
3. Let pouch sit in hot water until water is dark.
4. Enjoy!

Café Colombiana, Renton, WA 98056  
1-800-123-4567  
www.cafe-colombiana.com

café  
Colombiana







Café Colombiana Coffee

Waking up never tasted so good.

## Café Colombiana

### Company:

Café Colombiana is a coffee packaging company based out of Renton, Washington which began in February of 2016 by local resident Colton Royal. Café Colombia focuses on the packaging and production of both instant coffee grounds and packaged coffee beans imported from Colombia to the United States. As a company that sells coffee products we target those who are both new to the coffee-drinking scene ato those who believe that their veins are filled with coffee rather than blood. Our mission is to not only provide the best coffee that we can offer, but to also be able to help you start your morning with a smile.

At the beginning of this project I wanted to come up with three or four potential products that I would be able to work off of, but in the end I could only think of one, and that one had to do with coffee. My choice of coffee stemmed from both my own personal addiction to coffee but also due to having family who are from Colombia, a place known for their coffee. I also focused my project on the idea of instant coffee which allowed me to include the label part of the overall design.

I began actually working on my project with the logo. For the logo I used the font Telugu MN for the text and some basic shapes for the borders. The twirled lines along the edges were done by hand (through the computer mouse) and the portrait was a cropped picture of my grandparent's wedding photograph. I decided to use my grandma's younger portrait mainly because of her Colombian blood and her youthfulness at that time. I also wanted to include her in the process because I have this feeling of guilt of never really being close to her like my other grandparents, and due to her passing a few years ago I wanted to pay a little tribute to her. I decided to use the brown colors in the logo and overall concept because the browns and tans seem to really represent a good cup of coffee (at least with cream mixed in because without cream coffee is very dark).

**Box Mock-Up:** For the box mockup, I wanted to include a picture of a cup of coffee as the box front. For this part of the project I want to give some credit to my sisters Kaitlin and McKenna Royal for aiding me in creating the set and the photography. I don't have any means of photography at this time, nor did I have the right looking cup and scenery to take the picture. I also didn't want to search through free stock photos for my images. Without their help, this piece of the project would have been drastically different. The nutrition facts bar along the spine of the box was created through Illustrator and I used for reference examples of a nutrition label as well as referencing the FDA's rules and guidelines. I also continued using the browns in the mockup to go with the logo design.

**Label:** The label was probably the hardest part of the entire project due to the fact that it took me forever to find what I wanted for the label. I need to give some credit to my girlfriend Rachel Croonquist for the photography of the tea bag that I used for my design for the instant coffee label. All the mockups I could find online were ones that cost a lot of money, and I didn't want to spend anything on this project if I didn't need to. The tea bag design works perfectly almost like the whole idea of putting coffee grounds in a coffee filter, but for this design, you can put the bag in the mug and add hot water, thus creating the same effect with less clean-up.

**Magazine Ad:** Credit for the photography in the magazine ad go to my sister McKenna Royal for her modeling and the photography by her friend Natalie Vittatow. The original photo was very dark due to the bad lighting in the room and time of day, but I was able to brighten the photo up a bit. In the end I decided the darkness that was still apparent in the lightened up photo was fine as I wanted to spin the whole idea of a good cup of coffee in the morning. The text in the ad (separate from the logo text) is Palatino Bold.