



# GROWTH

Developed in 2024

The project involves designing visually appealing packaging for roasted coffee. The client requested a modern and authentic look that captures the spirit of the various coffee-producing countries represented in the brand's products. The concept is rooted in cultural entrepreneurship, with cultural values and diversity integrated into the branding and brand philosophy.

Our agency embarked on this project by drawing inspiration from the ethnic costumes, patterns, and authentic colors of various coffee-producing regions. These elements form the visual communication between the brand and consumers, creating a minimalist and modern aesthetic with clean, simple geometric designs and bright, eye-catching ethnic colors.

By incorporating these elements into the packaging design, we aimed to design a visual identity that not only stands out on the shelves but also reflects the rich diversity and origin of the coffee beans, showing respect for their agricultural producers. Our goal was to create packaging that is both eye-catching and culturally authentic, ultimately enhancing the overall experience for consumers worldwide. Each package tells its own visual narrative about the product.

# GRO

# WTH



Primary font style  
Secondary font style

★ 100 %

# 1997

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz

## Patterns

are elements of visual communication of the brand and packaging. They are executed in the national graphic style and colors.



## The brand's mood

The brand's mood is enhanced by emotional photographs and elements, bright images and color.

