

Starbucks Anniversary Blend: Creative Brief

Originally created as a tribute to their 25th year in business, the Anniversary Blend has been a seasonal blend offered by Starbucks that embodies the company and the coffee that they offer. The package always features the siren found in their logo. The only difference is that the siren is liberated from the circle and allowed to “swim” across the packaging. Her hair is meant to represent fluidity—a water-coffee metaphor, as well as the fluid line work and use of watercolor.

In the design of my microsite, I would like to focus on the “fluidity” of the page. Whether it be graphic elements or just the navigation through the page, I would like the viewer to have a sense of ease and fluid movement as they progress through the pages. To achieve this I will have the same curvilinear shapes as found in the original painting of the siren. This will include sans-serifed typefaces with curved terminals or soft edges. Graphics featuring the sirens hair, tail, scales, ect. will also be included in the site for design elements.