

**NEW
WAVE**
COFFEE CO

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Art 433

Brand Introduction

WHO WE ARE:

New Wave Coffee Co is a woman owned roasting company based in Bowling Green, Kentucky.

MISSION:

Coffee tastes better when it's made responsibly and ethically. That's why we're committed to sharing the highest quality coffee that's been sustainably sourced and made.

The logo for New Wave Coffee Co features the words "NEW" and "WAVE" stacked vertically in a large, bold, black, sans-serif font. The letters are interconnected, with the 'W' in "WAVE" overlapping the 'E' in "NEW". Below this, the words "COFFEE CO" are written in a smaller, bold, black, sans-serif font, with a small registered trademark symbol (®) to the right of the second "CO".

**NEW
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COFFEE CO**

Research

TARGET MARKET:

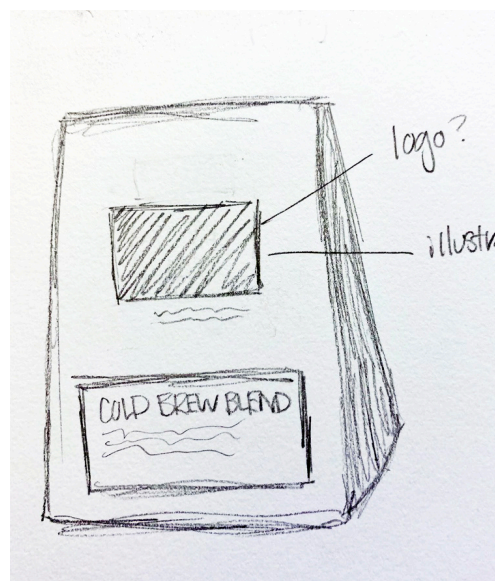
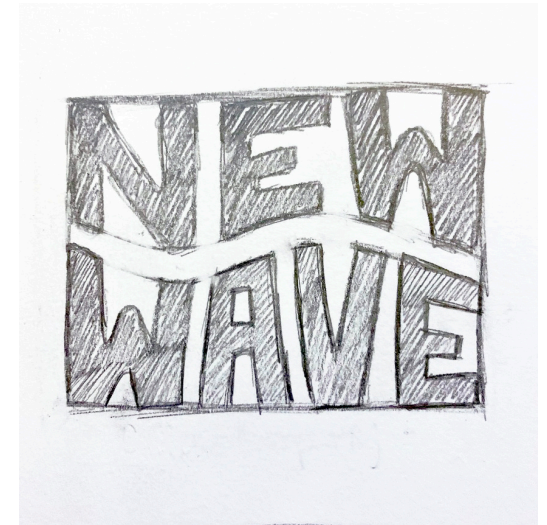
- subscription box audience: millennials / gen x, women, and college-educated

DESIGN TRENDS:

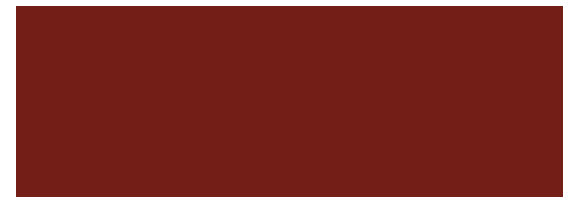
- modern, clean, crisp
- muted, earthy color palette
- typography based design

FUNCTIONAL ATTRIBUTES:

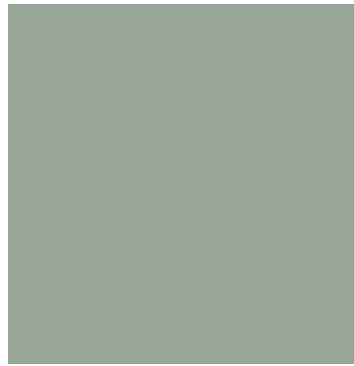
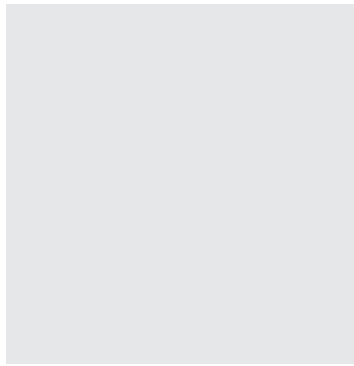
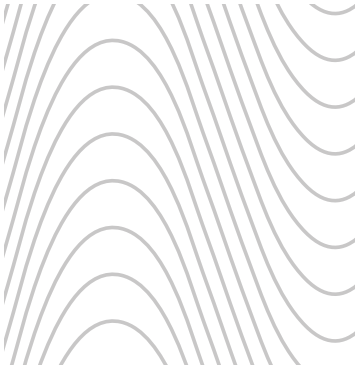
- local, ethically made, sustainably sourced
- woman owned



Mood Board



Brand Board



trueno extra bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

**NERETTO
SANS R°UND**

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

trueno light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

Identity Process

HOW IT STARTED:

I went into this project knowing I wanted to make a coffee themed box. The goal was to create a coffee brand that featured the always-evolving coffee trends. It started with the idea of the first product: a cold brew blend- since cold brew is the new rave. That's how I came up with the name **New Wave Coffee Co.**

CREATING THE LOGO:

New Wave is such a fun name and I knew I wanted the logo to be fully typographic with a wave effect. The process began on Procreate where I hand lettered the logo. I then moved it into Illustrator where I used the pen tool to make the lines perfect.



Box Components



unopened box

Box Components



opened box with products



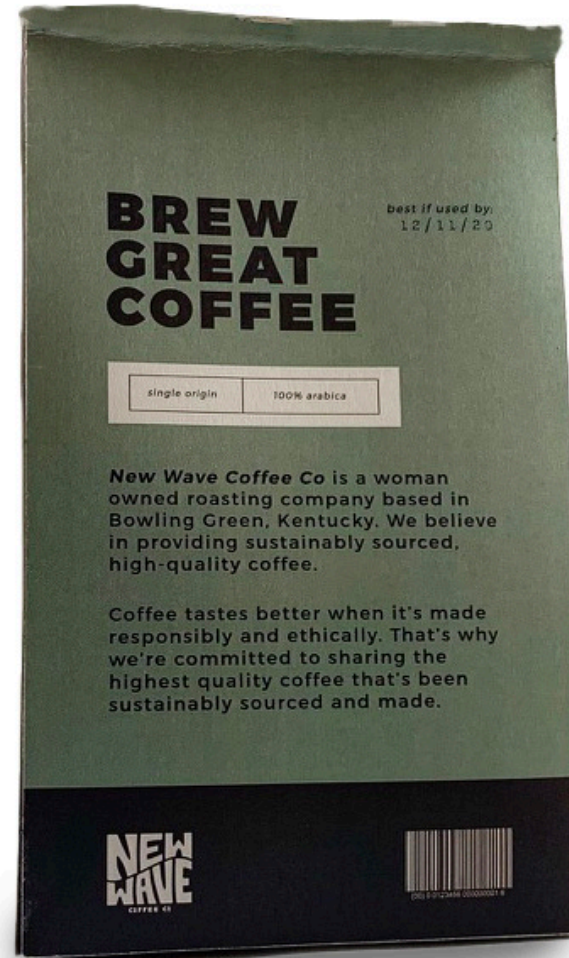
opened box with insert

Box Insert



Cold Brew Coffee Bag

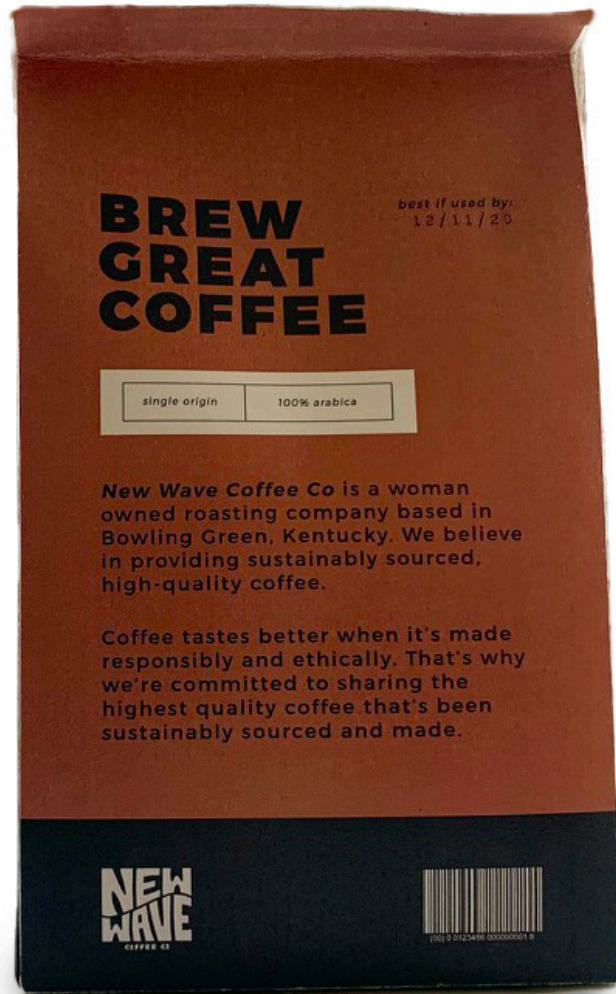
front of bag



back of bag

Espresso Coffee Bag

back of bag



front of bag

Merchandise



tote bag with logo



travel mug with logo



reusable straw box

Digital Mockups



Digital Mockups



Project Outcomes

I am very pleased with the outcome of this project. I learned a lot about consistency / cohesiveness when it comes to branding and designing a collection of products. I really enjoyed the creative freedom and getting to curate something from start to finish. I think my strongest pieces are the two coffee bags because they have so many elements involved in the design.

I would say the biggest pro of my subscription box is that all of the design elements are consistent and cohesive. I have a few items that are just logo-based design and a few with much more detail. I think the box turned out really well, as a whole. I would say a con is some technical issues with the craftsmanship of the items. There are some steaks on the box due to dripping spray paint and some issues with the folding of the coffee bags. The paper was quite thick which made it tricky to fold neatly.

Semester Summary

I grew tremendously as a designer this semester. Coming into this course, I truly didn't expect to enjoy package design as much as I have. I thoroughly enjoyed the creative problem solving that comes along with designing packaged products, although frustrating at times. Being able to see the three dimensional outcomes of my designs was incredibly satisfying. I was proud of every single project I did this semester. I really pushed myself to think outside the box and I believe participating in Design It Forward early on in the semester contributed to that. I wish I could take a second level of this course to further experiment the possibilities of package design.

Thank you!