

## Following Packaging Brief Miscellaneous/Open Brief

Target audience-

Product competitors, general public, wide range of demographics and cultures.

Tone-

The tone for your design should match the product type you have chosen and be relevant to current design trends.

Your design must include-

- Company branding: logo creation with company name plus SMP.
- What the product name and range (3) is.
- Addresses the 3Ps and 1T.
- legal and mandatory requirements needed

EVD-

- What process, technologies and materials could be utilised?
- What design and technology/printing trends have influenced the design?
- Packaging protection: secondary packaging, tamper evidence
- Flat art work for the 2 layouts showing 'nets' (dieline)
- Final chosen artwork for the range of packaging.
- Produce a digital mockup (front and back panels)

• What general design elements will be included on the packaging:

1. Product Name and Description
2. Company Logo, Barcode
3. Nutritional Information
4. Quantity and/or capacity (ml)
5. Health and alcohol
6. Warnings
7. Sustainability icons.

Schedule -

- 20/02 - Product Direction Chosen, Research Begun, EVD Formatted
- 05/03 - Competition, Company Finalised, Typography and Thumbnails
- 27/03 - Begin the Production Process
- 19/04 - Refine as Needed
- 26/04 - Refine as Needed
- 15/05 - Final Adjustments, Printers Checks and Mockups
- 22/05 - Submission

# PACKAGING TRENDS

## TREND 1 - MAXIMALISM :

The graphic design world has shifted towards maximalism as an escape from uninspiring routines and restrictions. We're seeing bold, explosive typography, radical color combinations, and overwhelming visual elements.

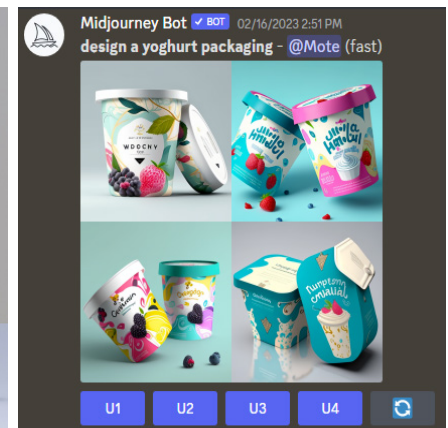
For example, a maximalist design may involve electric blue and supercharged yellows, display fonts, and challenging 3D elements. The idea is to layer multiple graphic design elements while still following the rules of visual hierarchy. The more the merrier in 2023!

## TREND 2 - VINTAGE MINIMALISM:

This year's rendition of the vintage trend is a simple vintage color palette with muted pastel colors taking the lead. Designers are adding a twist by removing most elements and keeping it minimalistic. Think of the vibrant '70s color palettes without all the tweed and florals, keep font pairs minimal, and use a modern font to add an edgy element. This trend is great for projects that want to capture the playfulness of the 70's while showcasing a modern element. It's a great balance of past and present!

## TECHNOLOGICAL TREND 1: AI IN DESIGN

One of the newest graphic design trends to hit the scene is the use of AI platforms and tools. While this might seem counter-intuitive, designers are using their creative minds to art-direct AI tools and take graphic design to the next level. We're seeing hyper realistic visuals of storefronts, and designs that resemble hand drawn illustrations created by digital artists. Text-to-image generators bring a new level of accessibility to graphic design and visual storytelling.



# BRAND IDENTITY

Company- Overdose Coffee Co  
Tagline- Not for the Faint of Heart  
SMP- Real Coffee Feeling. Real Coffee Taste.

Product- Specialty Coffee (Columbian Coffee Beans)  
Variations- Death by Dark Roast, Heavenly Hazelnut and Cardiac Caramel

Target Audience-  
General- Coffee Lovers, Caffeine Addicts, Gothic Decor Conisseurs and Maximalists  
Age- 18 to 35 (students, parents and workers)

Packaging Concept- A coffin shaped metal tin with a lid that holds the coffee bag inside. The Box will have a body and a lid that lifts off (no hinge), the bag will be re-sealable to prevent contamination or moisture build-up.

Construction- To keep the tin as re-usable as possible, the tin will be a metal container with the logo embossed into the font. The main branding will be featured on an outer cardboard wrap. On the Inside of the tin will be the re-sealable coffee bag, which will have the same branding as the cardboard wrap.

Tampering Evidence- The Tamper Evidence will be a Wax Seal style sticker on the top of the coffin.

Problem and Solution-  
Those who have style outside the normal and trendy (In this case gothic, dark or macarbe stylings) often need to buy their desired product - In this case coffee- and then also have to buy a vessel to contain it; so it matches the rest of their decor. By producing a coffee that has a metal tin, it disguises the product (the coffee bag) so you dont have to buy alternative packaging/ display vessels. It also serves as a protection against water if you were to leave the bag on the bench and you were to spill your drink or have your kettle overflow. It also allows you to reuse the tin after your coffee has been used up.

3 P's and 1 T -

Protect, Preserve, Promote/Presentation and Transport

1. Protect: "The primary goal of packaging is to provide physical or barrier protection for your products." For OVERDOSE Coffee Co this will be the protective metal tin that the coffee bag will be inside of.
2. Preserve: "In order to have your product stand out against your competitors, it's important you can guarantee a long shelf life for your products!" For OVERDOSE, That will be a protective coffee bag with a zip-lock sealing feature to keep your coffee fresh and long lasting!
3. Promote: "The form of your product packaging can play a critical role in the purchasing behaviour of your consumers! When your customer is deciding between your product or your competitors', the presentation can help them make informed decisions. Customers widely recognize that better presented packages imply higher quality products." For OVERDOSE Coffee Co that means presenting our packaging in an Environmentally friendly way use recycled cardboard/paper for our branding and recycled tin for our coffin tin. On said Tin will be a custom fitted belly-band featuring our recognisable logo, slogan, heart-beat line and company colours. OVERDOSE Coffee Co aims to target an audience will a dark sense of humour to match our signature Death By Dark Roast Coffee Flavour, by marketing our brand in such a way we will not only stand out on the shelved but in promotional material and online presence.
4. Transport- "Poor packaging choices can lead to goods damage, time waste, higher and unnecessary costs, and environmental harm. Given the risks, it's important you consider using high-quality sustainable transport packaging materials." To ensure that OVERDOSE Coffee Co's products are transported safely, environmentally consciously and cost effectively; Plenty of research would go into appropriate packaging, sorting, distribution ect. Such as: <https://eltete.com/tpm/5-advantages-of-using-sustainable-transport-packaging/>

# COMPETITION



**DEATH WISH COFFEE-** “We lead with an alternative point of view, providing bold, smooth cups of coffee to our people. We find fresh ways to enjoy coffee, and we foster community along the way. Disrupting the status quo interests us, so we create edgy, sarcastic content. We live to rebel against blah beans—and a boring, lackluster life.”

Tagline “Worlds Strongest Coffee”  
Established in 2012

Variations- Columbian Blend, Espresso, Dark and Medium Roasts  
Desert Range- Blue and Burried (Blueberry and Vanilla), Pumpkin Chai and Gingerdead (Cinnamon and Ginger) Specialty/Promotional- Valhalla Java Odin Force (Dark Roast from the Volcanos of Indonesia)

Look - Black bag with white text and elements of red. Sjkull and corss bones logo.  
Minimalist packaging. Pouch/bag packaging.



**THE KILLER COFFEE CO.** - “A real coffee kick with no compromises on flavour.”  
Tagline- “Smooth, Rich, & Bitter-Free”  
Established in 2014

Variations-  
Industrial Strength - “Industrial Strength is a dark roasted, pleasant blend with strong flavour, notes of caramel, a smooth finish, and zero bitterness”  
Darkerside - “Darkerside is roasted particularly dark and carries a much more extreme coffee kick in its full-bodied flavour, finishing off with a smooth and intense aftertaste.”  
Cold Canned Coffee Variations- Iced Latte and Cold Brew Coffee

Look - Black bag with white text. Heavily detailed skull logo.  
Minimalist packaging. Pouch/bag packaging.

# MATERIALS AND FUNCTIONALITY

**Foil Coffee Bag** - Manufacturers normally use foil material for a product that requires multi-layered packaging. Foil is used as the innermost layer, so it is in direct contact with the packaged product. It is popular among roaster because it ensures the coffee stay fresh and retain its aroma. There are some benefits of using foil as the material for a custom coffee bag. First, foil comes with excellent barrier properties that can keep the quality of the product packaging. Second, it tends to be less expensive than other options. Third, printing on foil material is more visible because of its opacity. Furthermore, it does not require any under-printing.

**Kraft Paper Coffee Bag** - Kraft paper is a popular choice for coffee packaging due to its strength and eco-friendly qualities. The material is made from wood pulp material with minimal chemical processing, making it completely biodegradable. It only requires several weeks for this material to start decomposing. It is also recyclable, making it a favorable option among environmentally conscious customers.

## CONFIGURATION:

**Stand-Up Pouches** - Compared to most other options, stand-up pouches tend to be much cheaper. Therefore, they are a very normal type of coffee packaging in the market. The pouch has a bottom gusset and two panels, making it a triangular shape. Usually, a resealable zipper is added to keep the coffee inside fresh for a longer time, even after the pouch has been opened. Although they have low prices, stand-up pouches come in good quality that makes them a popular option for most roasters. They can fill the coffee from the top easily because the pouch has a wide opening. Besides, the bottom gusset that makes the pouch stand up on the shelf allows talented designers to work with this style creatively, resulting in eye-catching coffee packaging.

**Side-Gusset Bags** - This bag option is actually one of the most popular ones in the coffee industry, even though it is a more traditional bag. The bag is strong and durable, making it a perfect choice to pack larger quantities of coffee. It is easy to brand with side-gusset bags because they are printable on all sides. They also cost less than other options. Unlike stand-up pouches and other options that often feature zippers, side-gusset pouches don't. You need to use a tin tie or adhesive tape to roll or fold them whenever you want to close the bags.

## FEATURES:

**Zip-Lock** - This versatile packaging option is often called a ziplock bag. Ziplocks are available in several variations, such as double tracks, slide zippers, and press-to-close zippers. Being easily sealable, a ziplock bag adds protection to the coffee packaged. Particularly, the extra protection can extend the life of the beans by protecting it from dirt, dust, and other external factors.

**Tear Notch** - Tear notches are usually located either on both sides or on one side of the packaging, slightly above the zipper. Manufacturers today use a laser to make a perforated tear notch across a pouch. As a result, it tears straight across the pouch.

**Gas Release Valve** - It is an important feature for many roasters as it can keep the beans stay fresh inside. It works by releasing natural gases out of the bag while keeping out any contaminants from outside. It can truly prolong the shelf life of the product.

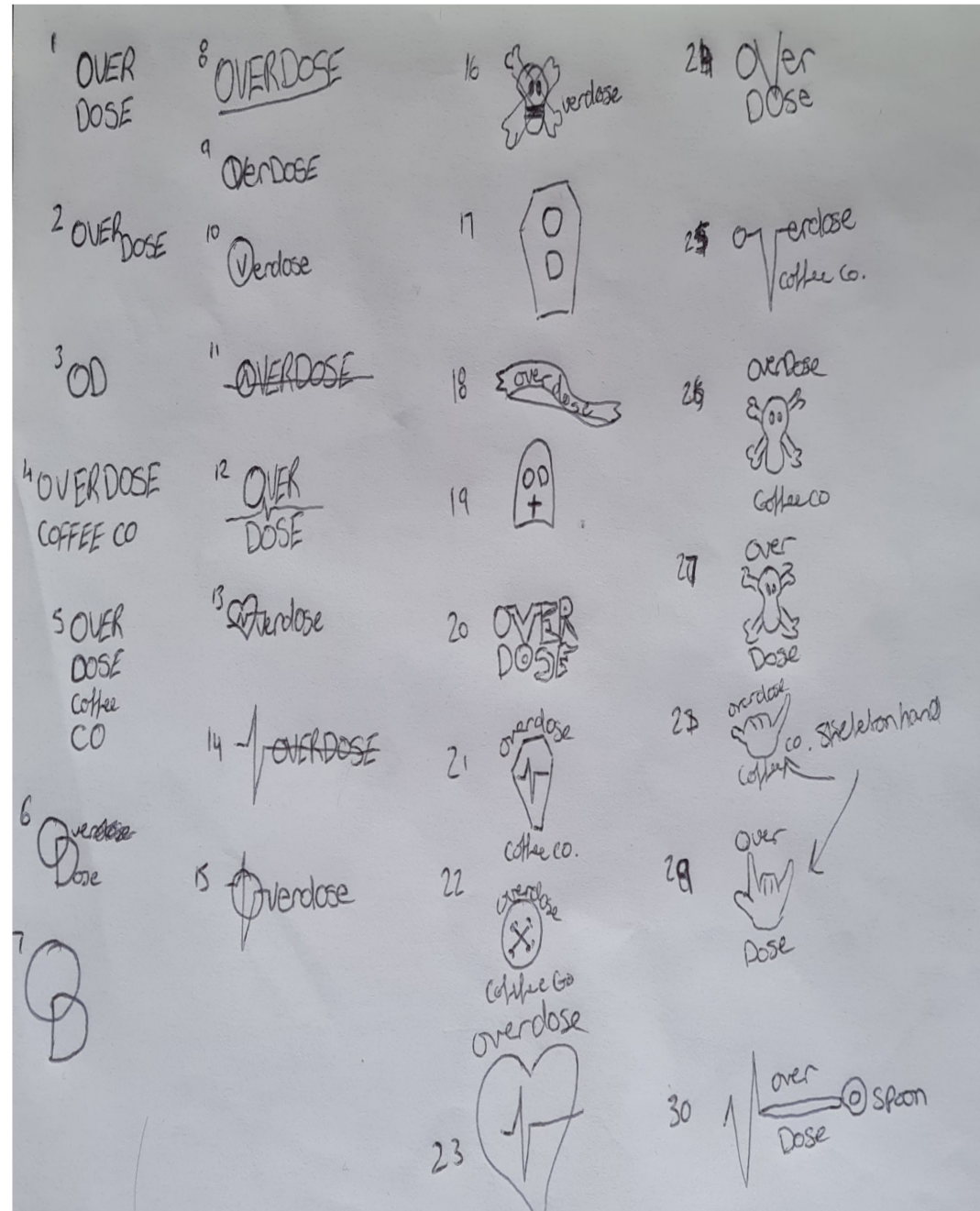


# BRAINSTORM/THUMBNAILS

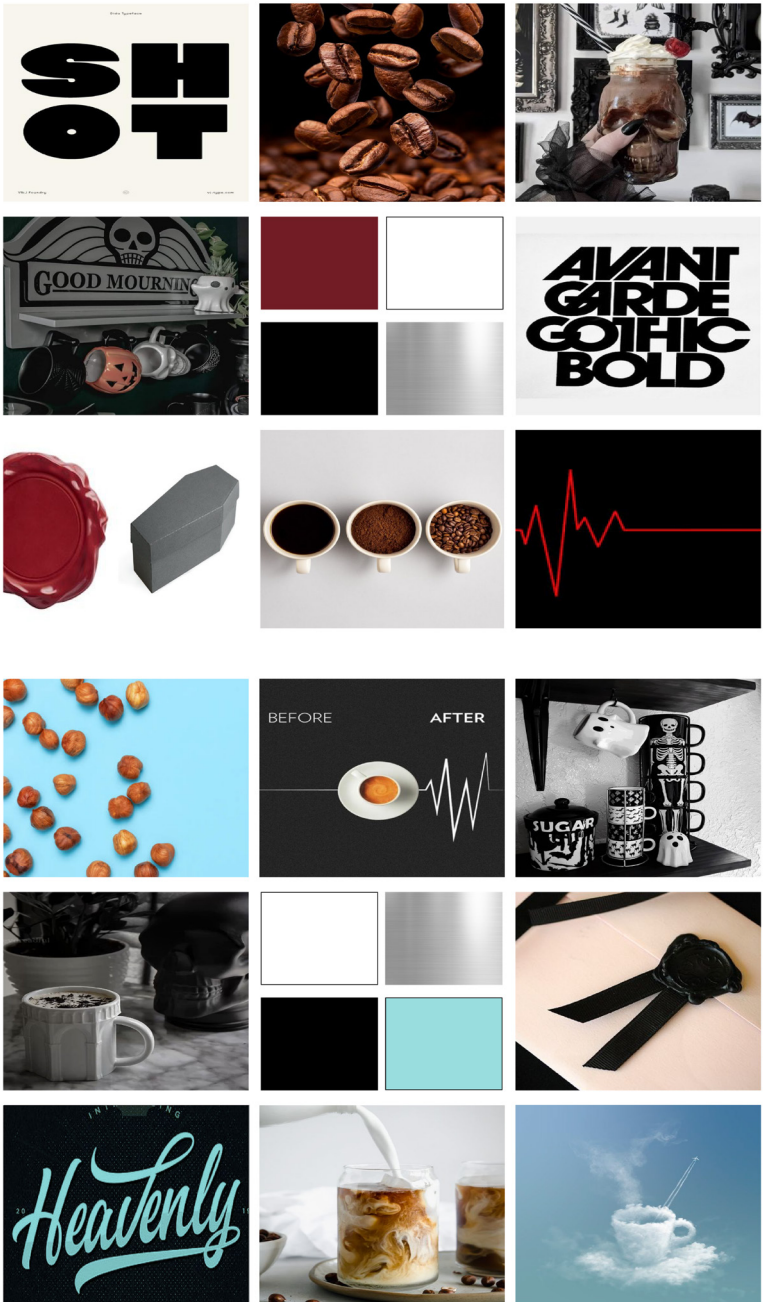


## PACKAGING CONSTRUCTION IDEAS:

- Jars (Moccona Coffee)
- Box (Robert Tims and Lavazza)
- Bags/Pouches (Killer Coffee Co and Death Wish Coffee)
- Tins (International Roast and Nescafe)
- Cansiter (Illy Claisso and Bushells)
- Pods (LOR Espresso and Vittoria)

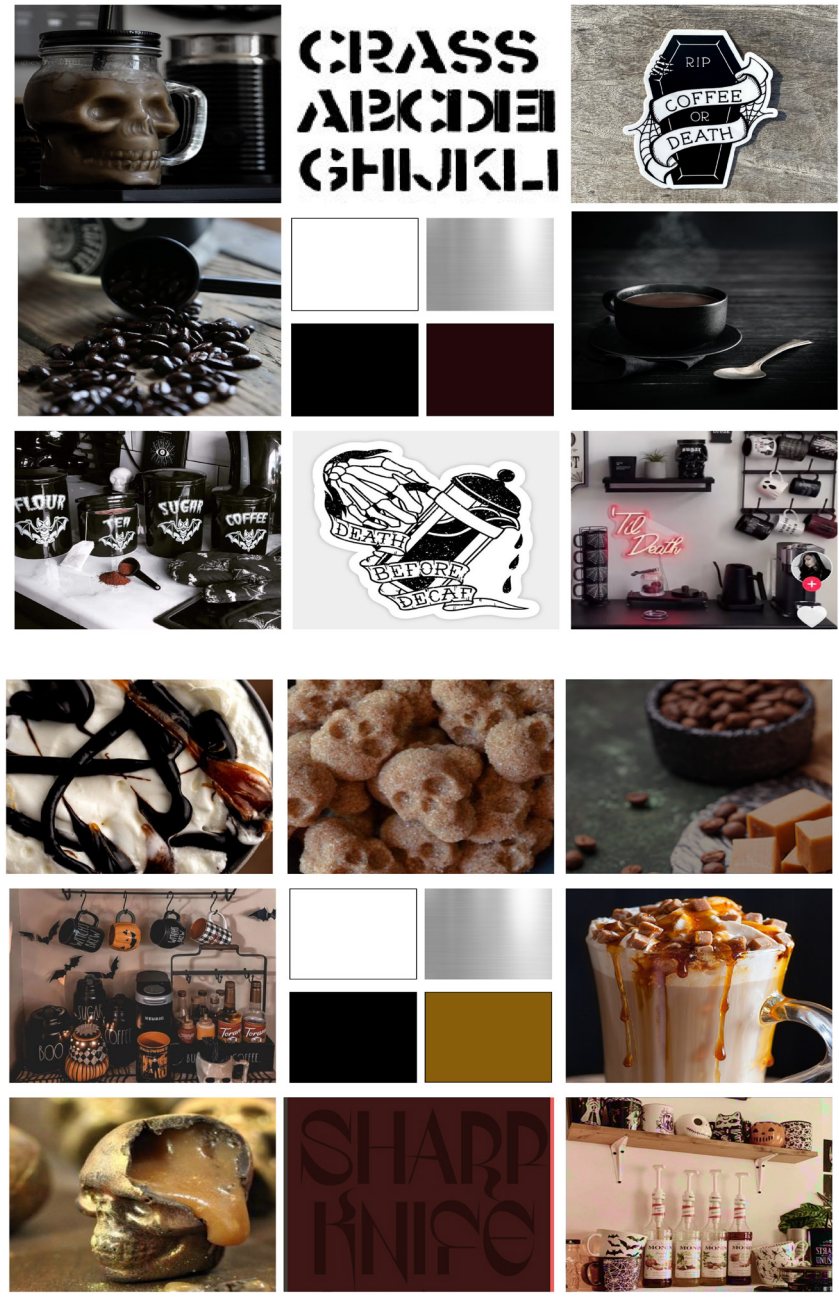


# MOOD BOARD



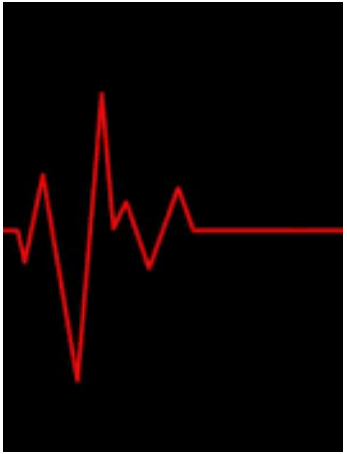
OVERDOSE Coffee Co. Heavenly Hazelnut

Cardiac Caramel Death By Dark Roast

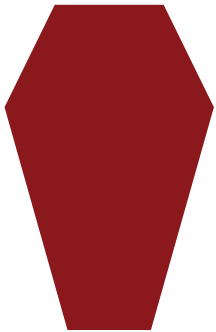




# COLOUR STORY



**HEART  
BEAT**



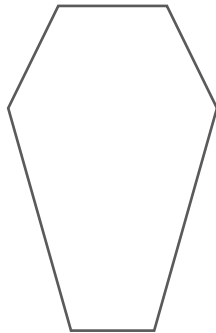
**RGB**  
R- 140  
G- 25  
B- 28

**CMYK**  
C- 0%  
M- 82%  
Y- 80%  
K-45%

**HEX 8c191c**



**GHOSTLY  
WHITE**



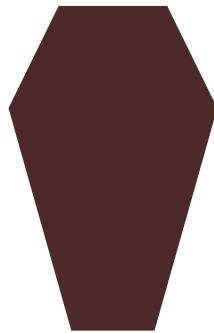
**RGB**  
R- 255  
G- 255  
B- 255

**CMYK**  
C- 0%  
M- 0%  
Y- 0%  
K-0%

**HEX ffffff**



**COFFEE  
BEANS**



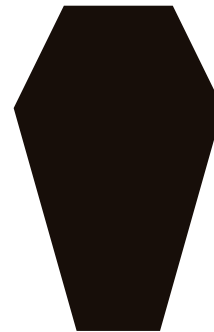
**RGB**  
R- 76  
G- 42  
B- 42

**CMYK**  
C- 0%  
M- 45%  
Y- 45%  
K- 70%

**HEX 4c2a2a**



**DEATH BY  
DARK ROAST**



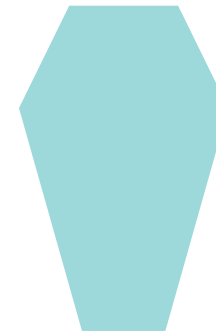
**RGB**  
R- 26  
G- 17  
B- 14

**CMYK**  
C- 0%  
M- 35%  
Y- 46%  
K-90%

**HEX 1a110e**



**HEAVENLY  
HAZELNUT**



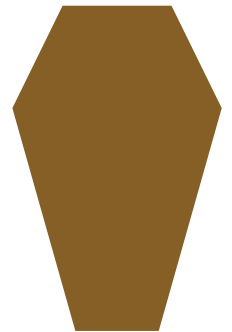
**RGB**  
R- 157  
G- 216  
B- 219

**CMYK**  
C- 28%  
M- 1%  
Y- 0%  
K-14%

**HEX 9dd8db**



**CARDIAC  
CARAMEL**



**RGB**  
R- 135  
G- 96  
B- 39

**CMYK**  
C- 0%  
M- 29%  
Y- 71%  
K-47%

**HEX 876027**

# TYPOGRAPHY

## DISPLAY

VAMPIRE WARS

ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ

LOWERCASE NOT  
AVAILABLE

123456789

## SUB-HEADINGS

METAL MANIA

ABCDEFGHIJKLM-  
NOPQRSTUVWXYZ

LOWERCASE NOT  
AVAILABLE

123456789

## Paragraph

Rockwell Bold

ABCDEFGHI-  
JKLMNOPQRSTU-  
VWXYZ

abcdefghijklm-  
nopqrstuvwxyz

123456789

# LOGO DEVELOPMENT

Typography Options  
Company Name

Strange Dreams by Darrell Flood

Strange Dreams.ttf

OVERDOSE

BOLD STYLE

OVERDOSE

TRUETYPE 6864 GLYPHS 6978 CHARACTERS

One Slice by Chequered Ink

One Slice.otf

OVERDOSE

Typography Options  
Tagline

NOT FOR THE FAINT OF HEART  
HAUNTING ATTRACTION

NOT FOR THE FAINT OF  
HEART  
ROAD RAGE  
Not For the Faint of Heart  
Sketch

NOT FOR THE FAINT OF  
HEART  
STENCIL

NOT FOR THE FAINT OF HEART  
METAL MANIA

Typography Options  
Packaging Text

Century Gothic Italic

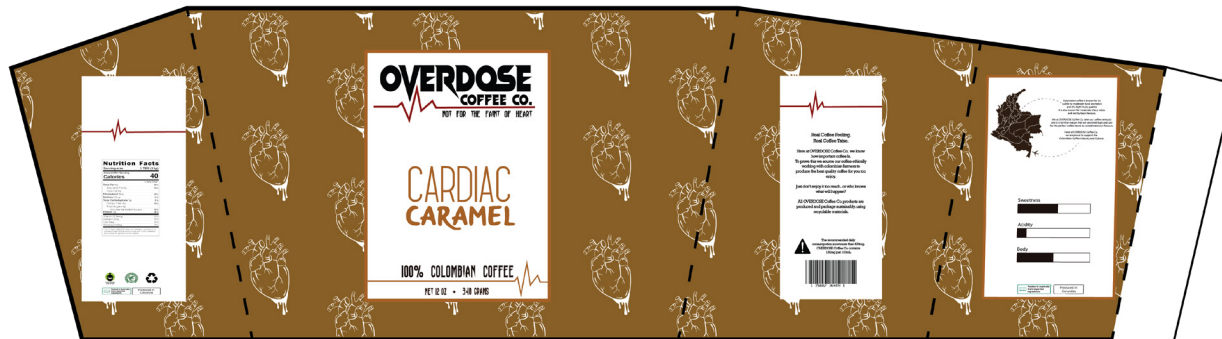
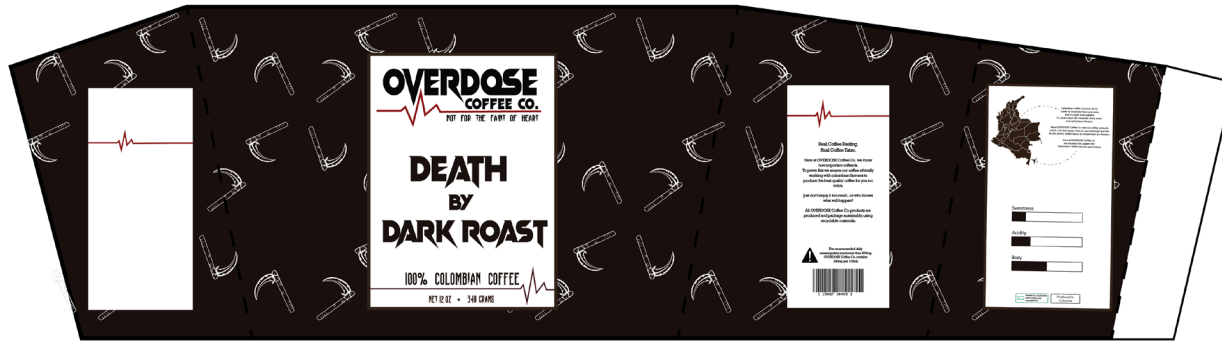
Calbri Bold Italic

Franklin Gothic Medium

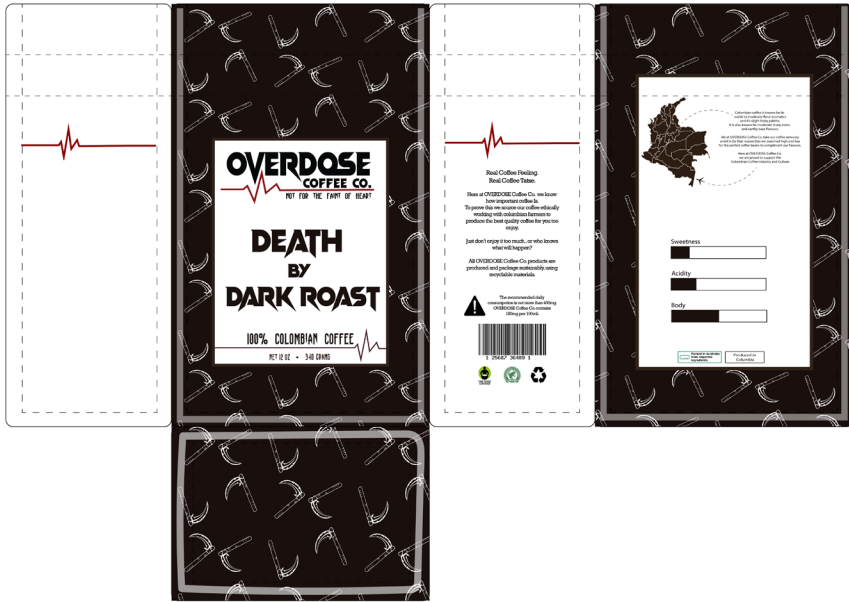
Rockwell (4)



# CUSTOM TAPERED BELLY-WRAP



# COFFEE BAG NETTING DESIGN



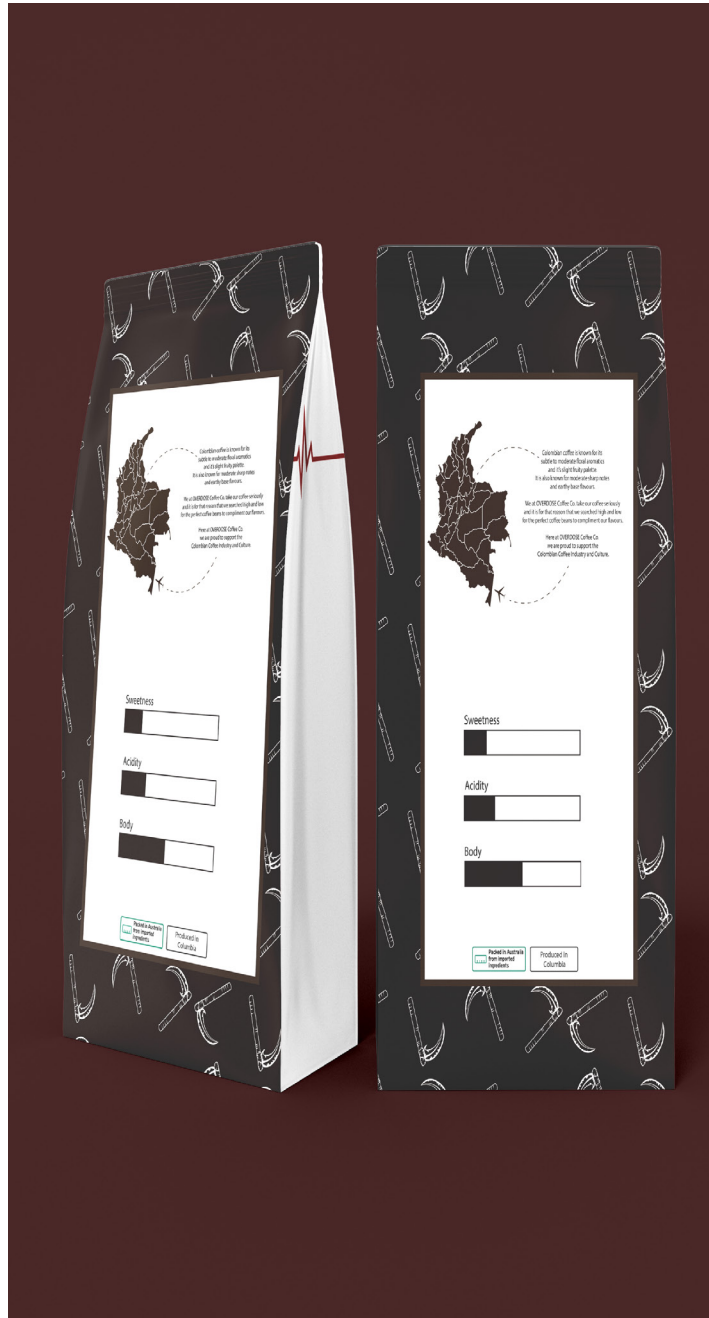
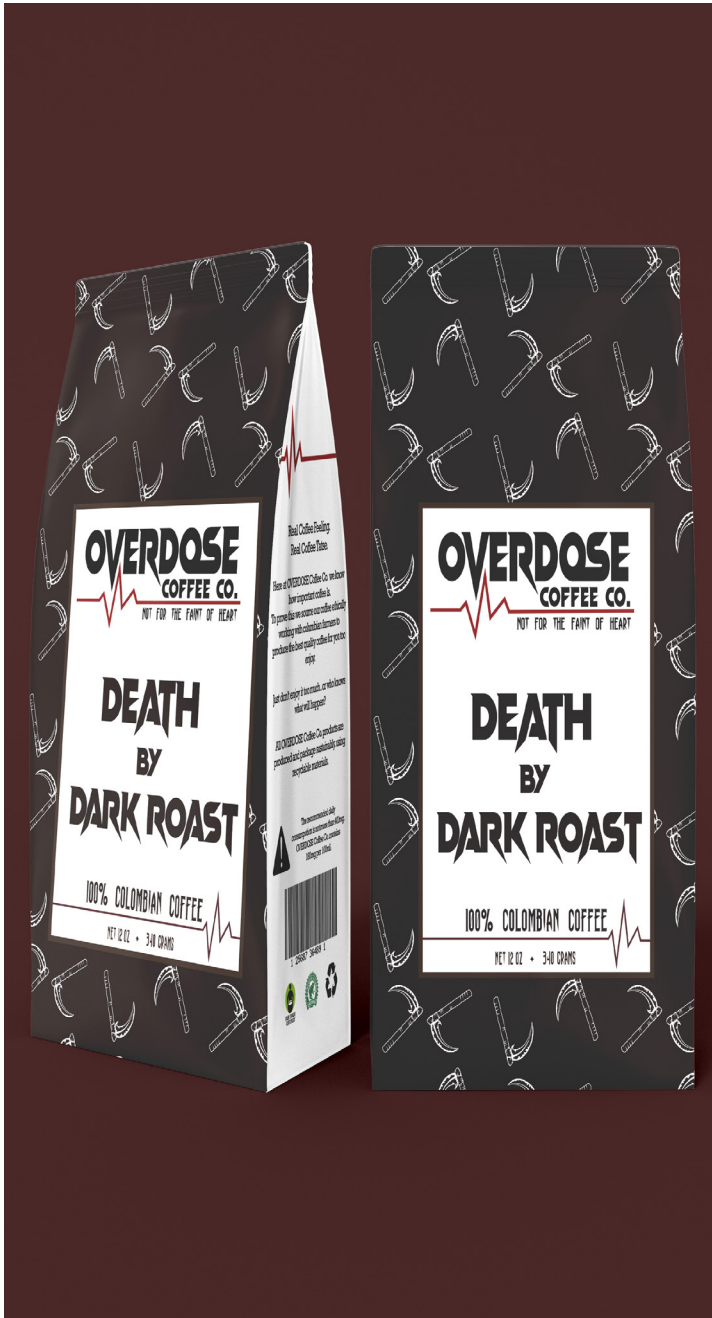
8mm Edge Seal

8mm Edge



8mm Edge Seal

# PACKAGING MOCKUPS



# PACKAGING MOCKUPS

