

# COFFEE PACKAGING PROJECT

One CORE designed bag : with three different changing coffee labels.

Elevated and trustworthy look.

Simple and Clean, not too busy on design.

**We will need a 7 color palette for our brand :** We have 4 picked out, so we need, three more colors to compliment, Black White, Navy #263850 , Light Pink #E3D2CB Please provide a color palette for approval.

Must include the following elements:

- ☐ Our new logo
- ☐ Written content: description below page
- ☐ Use of our brand colors on the packaging. Using all 7 colors on the packaging is not a requirement.
- ☐ Emphasize "single origin coffee" other areas on the bag
- ☐ Include 3 different changing sticker labels to distinguish three different flavor profiles. We have attached some examples of label design for your reference. We are open to shape and size however we would like to stay in the size estimate 2 inches by 3 inches: Please read notes on Coffee Label Design
- ☐ 7 virtue icons: do not include the name of the icons. Be creative in the usage of the icons.

## COFFEE LABEL DESIGN: 3 labels: One for each flavor profile.

Virtue and flavor profile, more prominent.

Origin/name less prominent

- White label with coffee type i.e Ethiopia Reko
- label has more white, since we will be pre printed labels and then using a thermal printer with black ink to add changing information

## PRODUCTS: 3

- 3 partially colored labels based on the flavor profile: Each has their icon included on the label as well as the virtue name.
- Each label needs 4 changing information sections that we will use thermal printer black ink to print over.
  - **Gratitude Flavor Profile 1: Bright, Fruity, Floral**
    - i. Process: TBD (washed/natural/honey/swiss water process/other)
    - ii. Best Before Date
    - iii. Coffee name
    - iv. Blank space for attributes
  - **Kindness Flavor Profile 2: Chocolate, Sweet, Balanced**
    - i. Process: TBD (washed/natural/honey/swiss water process/other)
    - ii. Best Before Date
    - iii. Coffee name
    - iv. Blank space for attributes
  - **Patience Flavor Profile 3: Nutty, Toffee, Full Body**
    - i. Process: TBD washed/natural/honey/swiss water process/other)
    - ii. Best Before Date
    - iii. Coffee name
    - iv. Blank space for attributes

## **WRITTEN CONTENT : IN THE BACK**

Description of Product: Seven Virtues Single Origin Coffee offers a pure, hand-crafted experience from farm to cup.

Virtues: Our Seven Virtues, compassion, gratitude, honesty, humility, kindness, forgiveness, and patience are ideals that we strive for. Embrace a virtue and move forward with your daily life in a positive way!

Website Address: [www.sevenvirtuespdx.com](http://www.sevenvirtuespdx.com)  
@sevenvirtuespdx

## **CONTENT ON THE BOTTOM**

Barcode: Not necessary yet, leave a white space on bottom

Recycling reference : "Help protect all living things, and please recycle this bag after use"

## **SOMEWHERE ON THE BAG**

Established 2007

Portland, Oregon

Net Weight: 12oz