





Pantone 377 PC



Pantone 357 PC



Pantone 7533 PC

**Logo:** I've kept my logo pretty simple, therefore I feel that it has portrayed a higher end feel to it. I have stuck to 3 colours which would make it easy to put to black and white if needed. I've chosen earth tone colours cause I thought it would suit the logo best.



**Coffee Shop Sticker:** I kept it clean and simplistic. I've also added coffee grains to give it more texture and that extra punch. It is meant to be placed in the corner of a store window, which I feel coffee shops would approve of without taking away from their business logo.



Store Sticker



Retail Packaging



Compost Bag



Wholesale Packaging

#### Packaging

**Retail Kit:** I decided to use a tube for the packaging because I thought it was stand out and be different from all the rest.

**Compost Bag:** I chosen to use a potato sack, even though I want it to look high end, I also want the whole organic/recycling look throughout.

**Wholesale Kit:** I would like to have it in a round recycled box, I've continued the coffee grain look on the bottom which I felt gave it a but more excitement.



**Store Banner:** Is a replica of the store stickers, simple clean and organic.



**Cargo Bike:** Clean and simple. I felt it was best to just have the logo on it and website address. Because its a moving vehicle you want people to be able to read it write away, therefore its best just to have the logo on it.