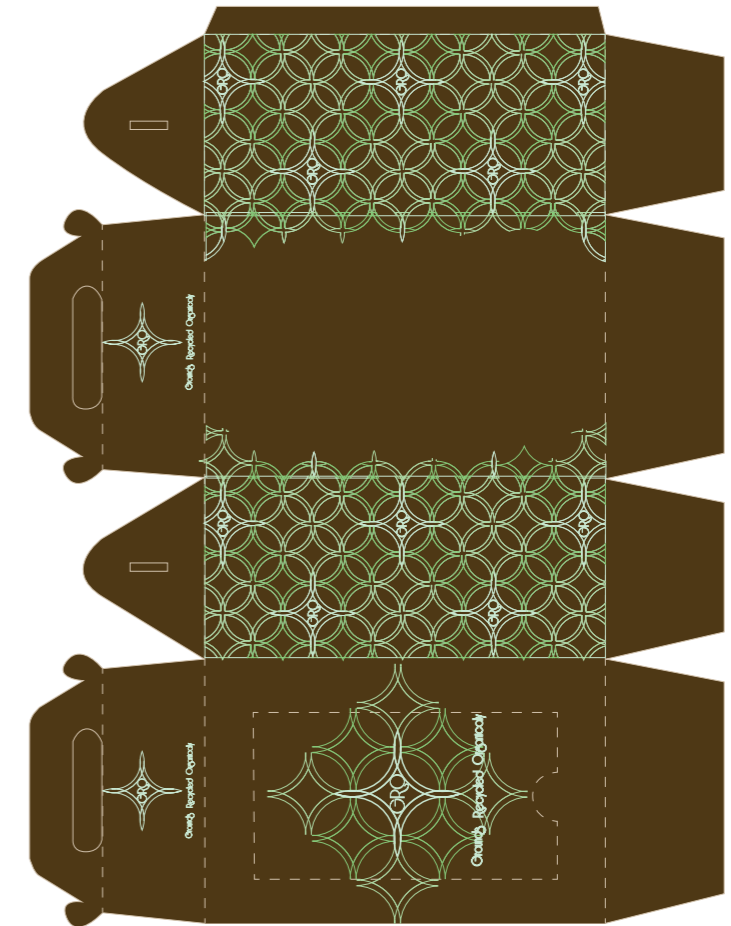
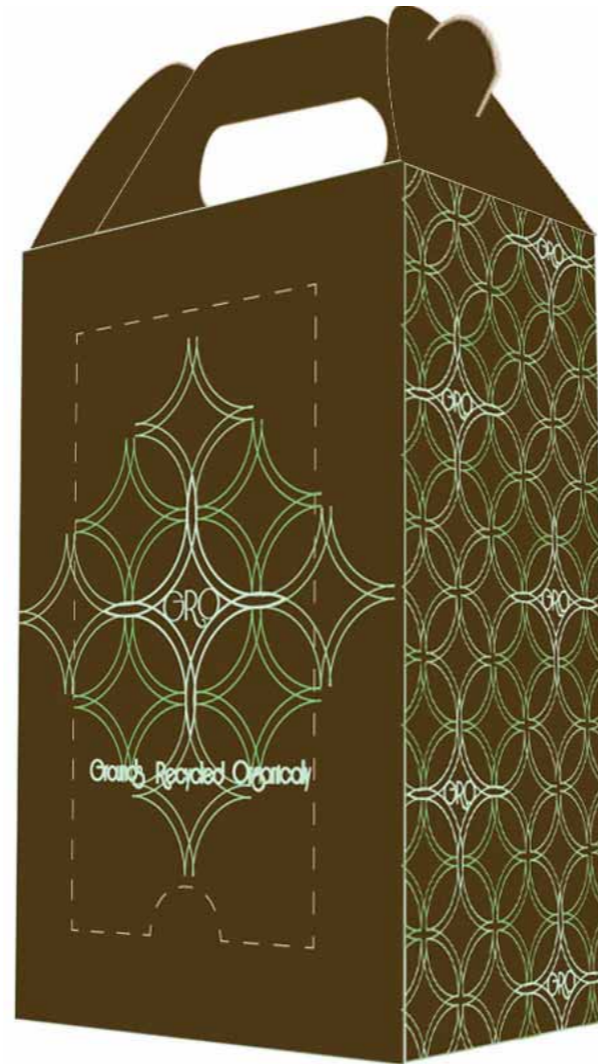


My concept was to make Recycling elegant.
I chose a tessellating design so that it can be
used as a pattern to cover all surfaces.
The design is meant to mirror organic life, the
circle of life and the ethics of recycling





Packaging

By Mikaela McGinnity



My first concept for packaging is a gift pack idea. The coffee ground mixture is sold in a paper cup that is vacuum sealed to keep it dry. This is then sold in a large coffee mug with the logo of the Cafe selling it as well as the Gro logo printed around the side. This method will be slightly more expensive but it will get the brand name into the home causing them to think about Gro every time they have a drink of coffee. The paper cups could also be sold separately as refills for those people who aren't interested in the larger packs.

My second package design for the larger packs is centered around sending out the organic image by using the deep brown to resemble coffee and the greens to resemble life. Again maintaining the feel of elegance, aiming at the higher business class market that frequent coffee shops.

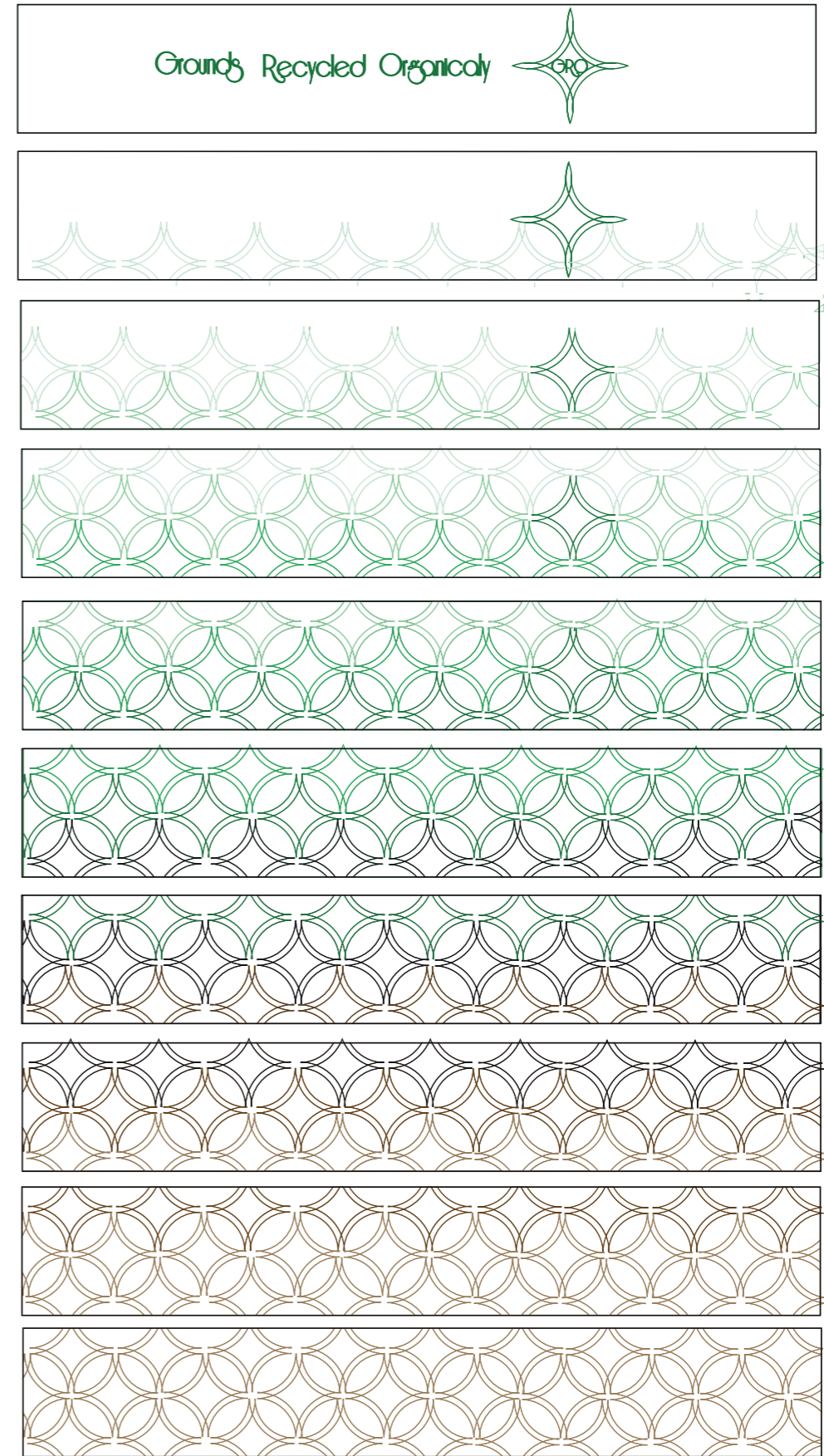


Packaging

By Mikaela McGinnity

With the compost bag I chose woven recycled plastic rather than plain plastic because it is more organically friendly than plastic. The design could be easily screen printed on and simplified to just a few colours if necessary.

Because these bikes are used every day and would get dirty easily, I chose a dark colour as the base for this design, it should hide daily wear and tear better than white and will therefore need to be replaced less often



Promotion

The window sticker (above) is simple and should speak for itself when brand awareness increases.
The web banner is designed to show the transition from the coffee grinds to new life, using the same tessellating design that is in the logo, and changing colours. Simplicity is key.