

Te Aro Roasted

SERVICES PROVIDED:

- > BRAND IDENTITY
- > WEB DESIGN
- > PACKAGE DESIGN
- > SIGNAGE

A warm, approachable identity and package design inspired by the coffee culture of New Zealand.

“Akendi understood our vision and actualized it through their design process. Their identity design for Te Aro is distinctive and creative, and they produced excellent visuals for our store, including packaging, labels, and business cards.”

– JESSIE WILKIN, DIRECTOR, TE ARO ROASTED

Challenge

With the goal of standing out in an already crowded coffee market, Te Aro Roasted wanted an identity that conveyed a sense of quality, trustworthiness and fun to promote its locally produced, air-roasted premium coffee. The new company’s identity, packaging, website and signage also needed to convey credibility and create instant presence to support growth in wholesale and service contracts for high-end restaurants and cafes.

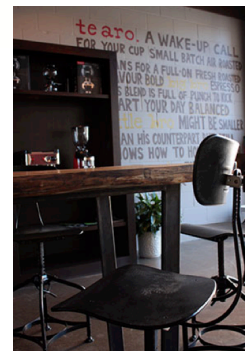
The Akendi Solution

Akendi first conducted a work session to help determine the users, brand contact scenarios and the competitive landscape. This information was used to guide the design process. The solution is a simple, modern and bold design that reflects the distinctive yet approachable qualities of Te Aro Roasted. The warm and inviting colour palette incorporates colours chosen to reflect the natural beauty of coffee berries and beans and to represent Te Aro’s exotic coffee flavours.

Akendi designed a standard bag in three sizes to work with unique, changeable, colour-coded labels — one colour for each region of origin or blend. Using these interchangeable coffee labels, Te Aro can offer limited-edition roasts and change blend descriptions as desired while maintaining a consistent look and feel.

Results

Te Aro’s packaging and brand have been received with great enthusiasm by customers and critics alike. The brand system helped Te Aro win the 2010 Krups Cup of Excellence, which recognizes the top indie cafes in Canada. Te Aro also placed 3rd in Eye Weekly’s Top 10 Independent Coffee Houses. In just one year, the roaster was able to open a second location, Crafted by Te Aro. The package design was also a finalist in the Design Edge Regional Design Awards.



About Akendi

Akendi combines insights and analysis about user behaviour with award-winning creative design, scientifically architecting the user’s experience to meet organizational goals: increasing sales, engaging users, and improving customer experiences. Learn how our user centred approach can help you.

Contact us today!

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