



SERVICES RENDERED



STRATEGY
Competitive Analysis



RESEARCH
Stakeholder Research



DESIGN
Brand Experience
Visual Design
Corporate Identity
Print Management

A WARM, APPROACHABLE IDENTITY AND PACKAGE DESIGN INSPIRED BY THE COFFEE CULTURE OF NEW ZEALAND.

Akendi created a full brand system, including corporate identity, website, signage and supporting collateral materials to help launch this indie favourite.

CLIENT Te Aro LOCATION Toronto, ON WEBSITE www.pilotcoffeeroasters.com INDUSTRY Consumer Products

CHALLENGE

With the goal of standing out in an already crowded coffee market, Te Aro 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.

APPROACH

Akendi first conducted a workshop to help determine the audience, brand contact scenarios and the competitive landscape, which 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.

IMPACT

Te Aro's packaging and brand have been received with great enthusiasm by customers and critics alike. The branding helped Te Aro win the Krups Cup of Excellence award, which recognizes top indie cafes in Canada. In just one year, they were able to open a second location and have evolved the brand into an extensive network of cafes and roasters. The package design was also a finalist in the Design Edge Regional Design Awards.

"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 (PILOT COFFEE ROASTERS)