



Rainforest Alliance Certified Sustainable Coffee

# Sub-Brand and Packaging Design

Process Book  
Chase Design & RIT Project  
December 04, 2020

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# 1.0 Introduction



# PROJECT SCOPE

## **OBJECTIVE:**

Design a unique sub-brand of Starbucks Coffee that emphasizes sustainability and partnership with the Rainforest Alliance for the packaging and merchandising of three distinct forms to be sold for at-home consumption.

The goal of this project results in 4 deliverables: a unique Point of Purchase (POP) display, and three unique coffee packages to display three different forms of coffee (whole bean, grounds, and K-Cups).

Deliverables should be designed within a new sub-brand system that ties them all together under a common visual identity.

## **MANDATORY PACKAGING CONSIDERATIONS:**

Starbucks logo and branding

Sub-branding for new line

Nutrition facts label

Barcode

Rainforest Alliance seal

Recyclable and sustainable materials (*wherever possible*)

## **MANDATORY MERCHANDISING CONSIDERATIONS:**

New Structure

Use of recyclable/sustainable materials

Starbucks logo and branding

Sub-branding for new line

Education/explanation about new line

Differentiation of coffee form types

Rainforest Alliance seal

Area for pricing



# SUCCESS CRITERIA

## **PROJECT SUCCESS IS DETERMINED BY:**

Cohesion of 3D and graphic design

Use of innovative, unique and sustainable materials that complement the design to be impactful and memorable

Conveying the correct details about each product

Increase in product desirability

A clear hierarchy of communication across packaging and merchandising





# 2.0 Research



# PRODUCT AUDIT

## CURRENT STARBUCKS PACKAGING:

Metalized film-lined plastic bags

One-way valve allows beans to let off gas, but prevents oxygen from entering to maintain freshness

16oz/1lb bags

Design often features bright, vibrant colors offset by warm coffee browns

Graphics take inspiration through traditional patterns and art from the growing region of the coffee

Labels reference flavor notes, region, growing method, and regional elevation

Typically image-dominant, with large clear spaces for text.

Bright, punchy colors that stick out from the Starbucks green and will pop against their dark wood decor



# RETAIL AUDIT

## STARBUCKS STORES:

Dark, earthy tones

Warm lighting

Decor is often wood with exposed metal framing structures

Gold, white, and Starbucks green accents throughout

Warm and inviting

Simple, but also surprisingly complex

Grounded

Comfortably lit, not too bright or too dark



Photos taken at Starbucks cafés located on Jefferson Road and Calkins Road in Rochester, NY.



# BRAND EXPLORATION



## **STARBUCKS MISSION :**

To inspire and nurture the human spirit - one person, one cup, and one neighborhood at a time.

## **BRAND GOALS :**

Share great coffee with our friends and help make the world a little better

Italian coffeehouse tradition (a third place between work and home)

From the beginning, Starbucks set out to be a different kind of company. One that not only celebrated coffee and the rich tradition, but that also brought a feeling of connection.

## **BRAND VALUES:**

Creating a culture of warmth and belonging, where everyone is welcome

Acting with courage, challenging the status quo and finding new ways to grow the company and each other

Being present, connecting with transparency, dignity, and respect

Delivering our very best in wall we do, and holding ourselves accountable for the results.

# CATEGORY BACKGROUND / COMPETITORS

Paper bags with plastic linings are becoming a common method for brands to show sustainability.

Many brands are introducing initiatives for consumers to bring in their own containers to be filled with coffee.

Popular competitors for Starbucks in this category would be Glen Edith, Dunkin', and Blue Bottle.



Dunkin' (formerly Dunkin' Donuts) recently partnered with the Rainforest Alliance to certify several of their coffee products under the same standards as our new Starbucks line.



Blue Bottle Coffee, a roaster out of Oakland, California, recently introduced a policy where they removed all bagged whole beans from their pilot cafes, asking customers to bring their own container or rent one instead.



Glen Edith, a Rochester-based coffee company, recently switched from plastic-based coffee bags, seen above, to eco-friendly paper bags, seen below.



# MARKET RESEARCH

**We conducted a survey to gather information about their coffee preferences and environmental concerns, as well as what influences their purchasing decisions.**

## Based on our research:

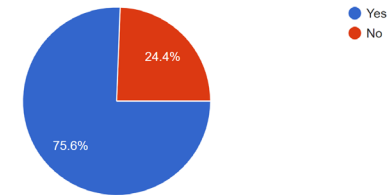
Consumers are largely influenced by the **purchasing price** and **packaging material**.

Consumers are much more likely to purchase a product that claims to be more environmentally friendly than an equal competitor's product.

Consumers have a large concern about the coffee industry's environmental impact, especially with regard to trash created by single-use plastic cups, particularly **K-Cups**.

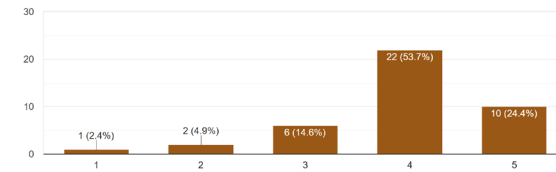
Are you concerned about the coffee industry's impact on the environment?

41 responses



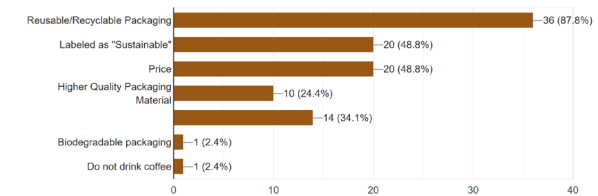
How likely are you to buy a product if its packaging claims to be more "environmentally friendly" than an equal competitor's?

41 responses



What factors would motivate you the most to purchase a "sustainable" coffee over a non-sustainable coffee?

41 responses



What environmental aspect(s) of the coffee industry concern you the most?

41 responses

I feel like it produces a ton of waste. Either we're using single use coffee cups that are bad for the environment, or single use K-cups that probably can't be recycled (at least not easily), or even when I use reusable k-cups the coffee grounds cause problems for waste and in wastewater treatment.

The use of individual packaging for each cup of coffee concerns me

The amount of cups that were used to hold coffee in the shop.

K cups are "recyclable" but you have to tear out the filter and all of the little fibers and glue left on it after most likely renders it useless anyway. I also think that a lot of packaging for coffee grounds and beans is not recyclable or biodegradable. That seems to be the case for many disposable, paper coffee cups that you get while you're out, too. I'm pretty certain of this because I'm always looking for the recycling or biodegradable symbols.

There are so many pieces of coffee cups and they tend to get "lost" on the side of the road.

The damage to rainforests and other habitats is concerning, along with the waste created by loose bean and ground packaging.

# MARKET RESEARCH

## Our research also revealed:

Medium roast coffee is the most popular among surveyed coffee drinkers.

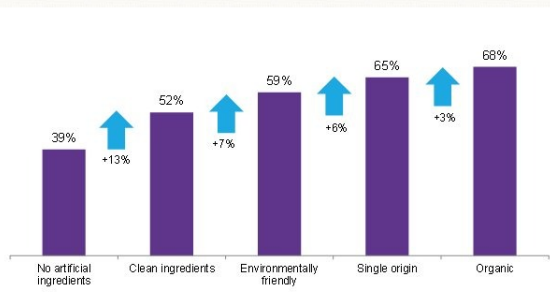
We also found an independently conducted survey of over 1,000 people. Conducted in 2019, this survey showed us that:

Consumers would be willing to pay between **\$1 and \$4 extra** for a third-party environmentally certified coffee product.

Millennials and Gen-Z are the most likely to be motivated by the buzzwords we would look for in a premium & sustainable coffee product. Millennials prefer a premium coffee, and Gen-Z prefers environmentally friendly options.

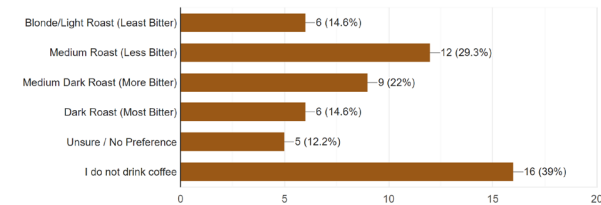
The traits which motivate the most interest in purchasing are **Organic**, **Single-Origin**, and **Environmentally Friendly**.

\*Which of the following would encourage you to purchase a coffee product? Please select all that apply.

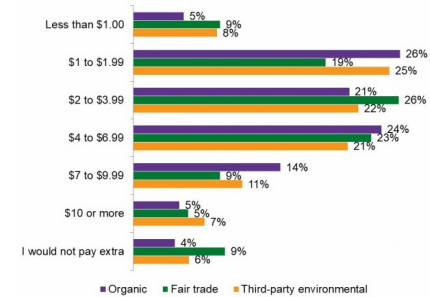


What coffee roast(s) do you normally prefer? (Select all that apply)

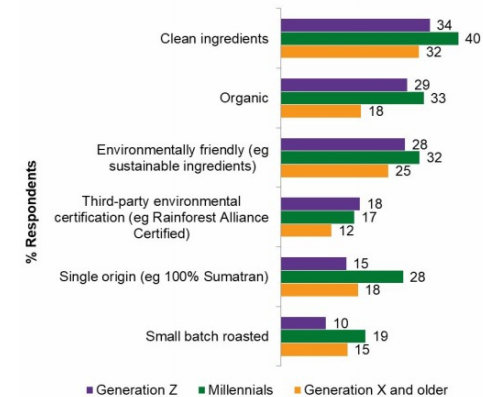
41 responses



\*How much more would you be willing to pay for a 12 ounce bag of ground coffee with an organic/fair trade/third-party environmental certification claim compared to a regular 12 ounce bag?



\*Which of the following would encourage you to purchase a coffee product? Please select all that apply.



<https://reports-mintel-com.ezproxy.rit.edu/display/966448/>



# TARGET DEMOGRAPHIC

**Based on our research, we developed a target audience for our new coffee.**

Our target market is composed of people in the range of being older Gen-Z to Millennials, which would put them in the age range of being **20-34 years old**. These are people who are environmentally focused and enjoy a good cup of coffee, but don't necessarily consider themselves to be coffee "snobs".

**We determined our market size using US Census data and the percentage of coffee drinkers we found in our survey:**

**58,855,725** people within the age range of 20-34

**58.5%** of people drink coffee according to our conducted survey

**$58,855,725 \times .585 = \sim 34.4$  million people**

Average coffee drinker spends **\$1,100/year**

**Total Market Value: \$37.8 billion**

Starbucks currently owns **~39.9%** of the market

**Estimated Starbucks Market Value: \$15.1 billion**



# PRODUCT

**Based on our research and our determined target demographic, we decided on our coffee product:**

A Medium roast, single-origin Peruvian coffee made with 100% arabica beans. The medium roast makes it more available and approachable to new coffee drinkers, and the single-origin aspect will attract a larger Millennial crowd. Peruvian coffee was chosen for its flavor elements, which lean towards a smoother, more balanced coffee with notes of chocolate and caramel. These flavors were thought to be more appealing to our audience.





## **3.0 Development**

# INSPIRATION

We were inspired heavily by Peruvian culture, including the colors and patterns that we saw throughout Peruvian textiles.

We also drew inspiration from other products we saw on the market in the sustainable packaging industry. This informed our decisions about what materials and packaging methods we wanted to use.



Peruvian textiles and culture are full of bright, punchy colors and strong geometric patterns.



A reusable stainless steel container would serve as a sturdy, airtight base for our packaging. Recyclable paperboard and cardboard would provide a sustainable medium for us to place graphics on.



We decided to package and sell reusable K-Cup pods to prevent the waste created by regular, single-use pods.



To incorporate ourselves seamlessly into the Starbucks family, we decided to take inspiration for our brand from the already existing Starbucks lineup. We chose their premier sub-brand, Starbucks Reserve, as our starting point.



# INITIAL BRAND SKETCHES

After some exploration, we decided to name our brand “Soleil”. The French word for “sun”, we thought the elegance of the word, combined with the brightness of the sun itself, would portray our brand well.

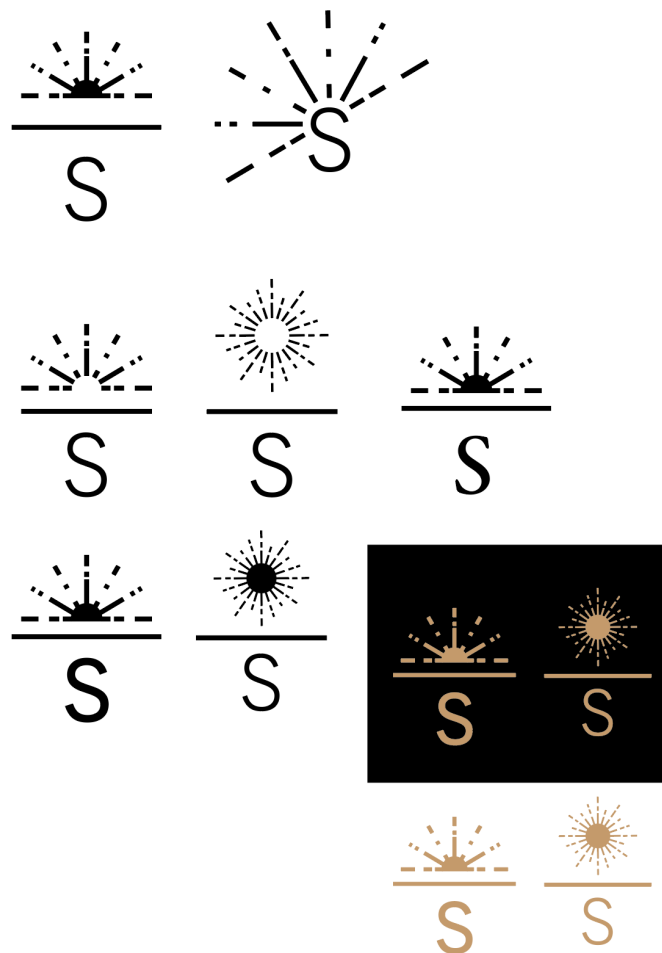
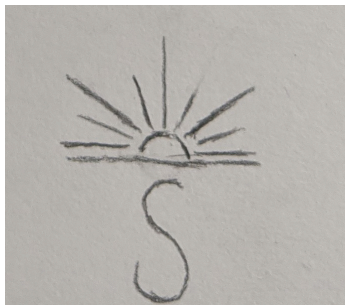
Brand Names				
Eco-Boost	Soleil	Preserve	Hoja (leaf)	Crecer (to grow)
GreenTouch	Clean	Conserve	Starbucks Sustainable	Naked Bean
HeartCraft	Zwell (Trustworthy, capable)	Regrow	Roots	Reseed
la raíz (the root)	Conserva (Italian for Preserve)	Source	Big Green	Starbucks Saves

We went through a number of sketches for our logomark, figuring out a combination of Starbucks and sun imagery that felt right.



# INITIAL BRAND CONCEPT

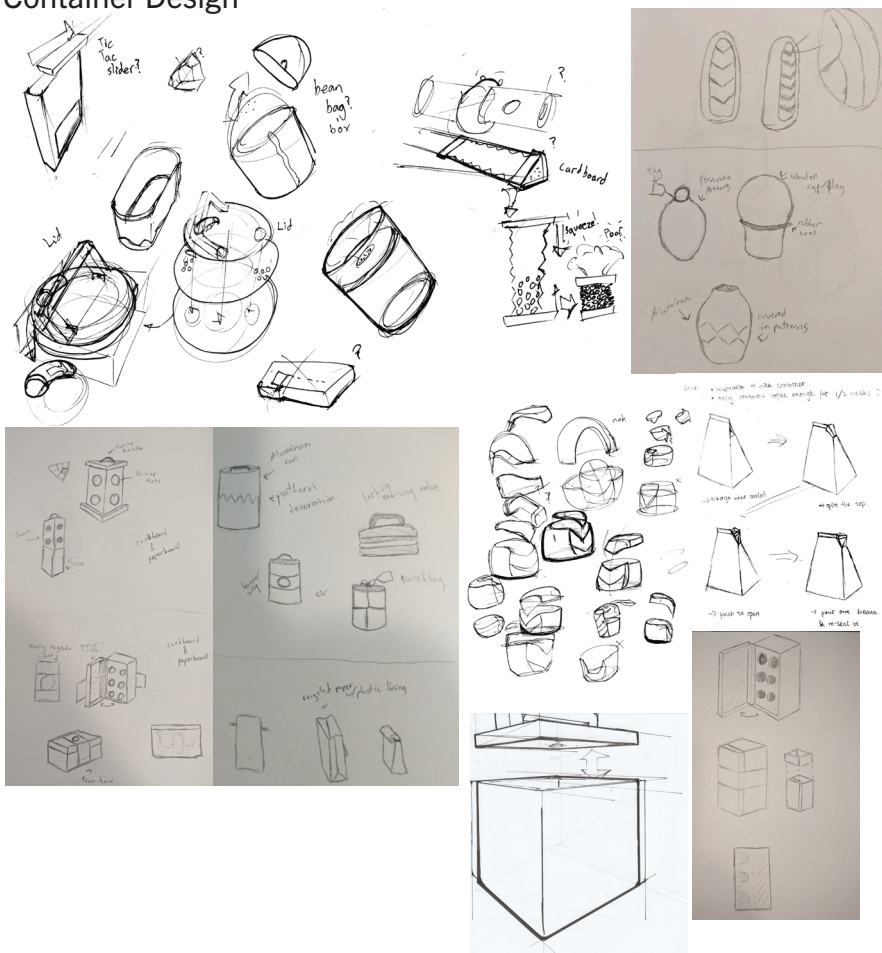
We decided to follow a system that was reminiscent of the Starbucks Reserve logo to help us incorporate more easily into the Starbucks family.



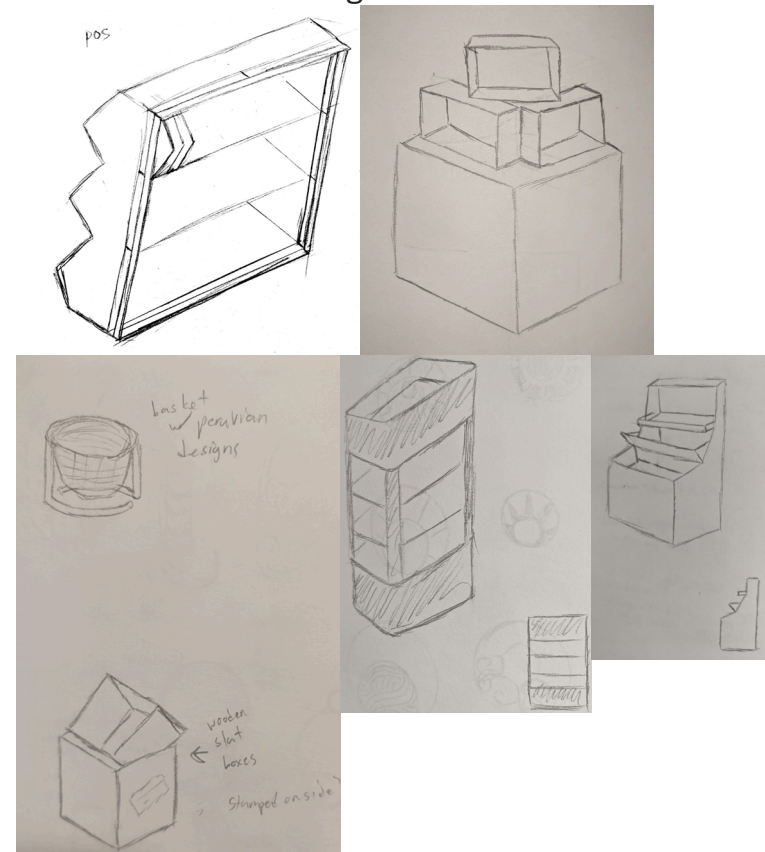
# INITIAL PACKAGE SKETCHES

Our team made came up with a variety of ideas and sketches for the container and the point of purchase display based on our inspiration.

## Container Design



## Point of Purchase Design

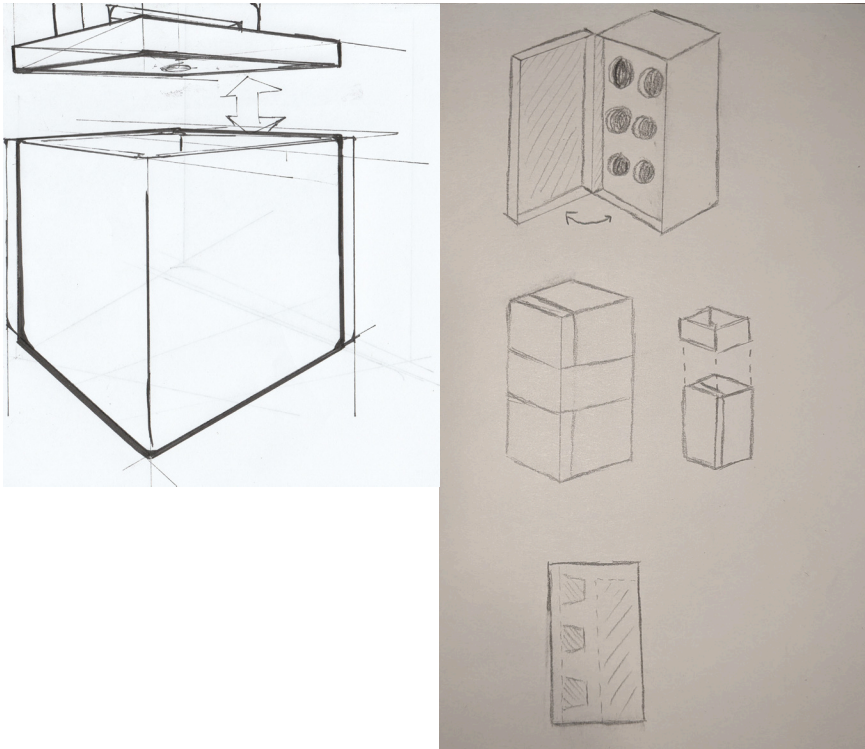




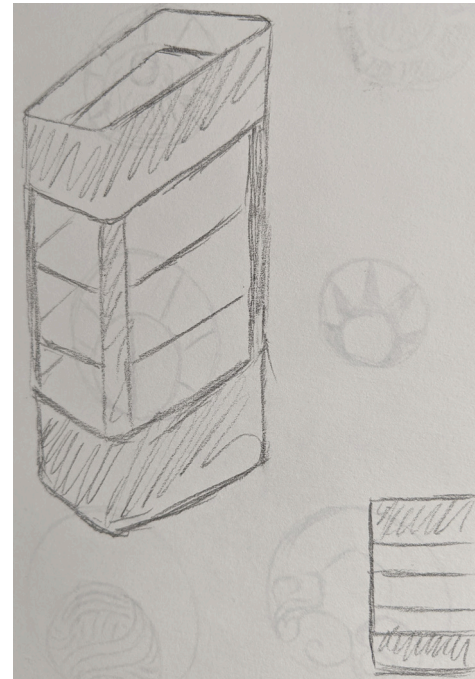
# INITIAL PACKAGE SKETCHES

**Initially, we decided to focus on a reusable metal container with a lid valve that would allow it to depress into the container, accompanied by a box to contain our reusable K-Cups and a Point of Purchase display that was inspired by the shape of the container.**

Container Design



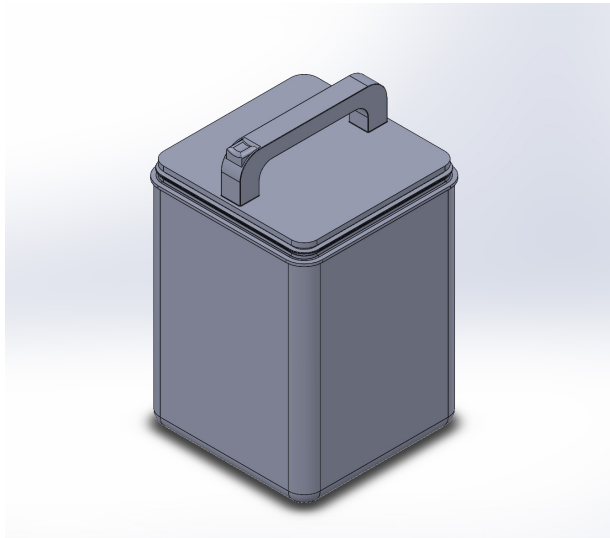
Point of Purchase Design



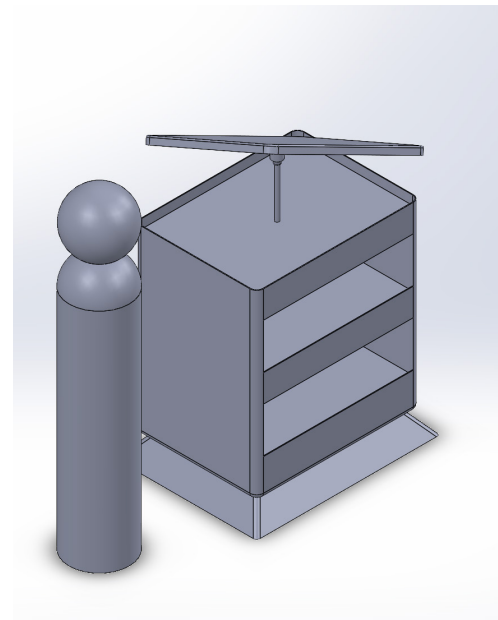
# INITIAL PACKAGE CONCEPTS

**After discussion and review with Chase Design and our professors, we determined these concepts weren't the right way for us to proceed.**

Container Design

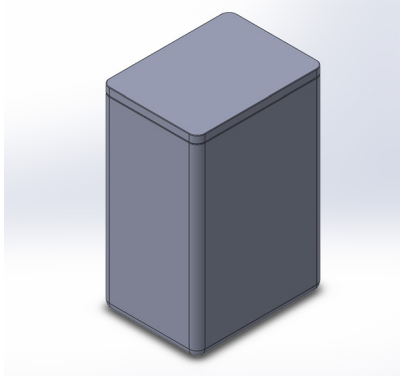


Point of Purchase Design

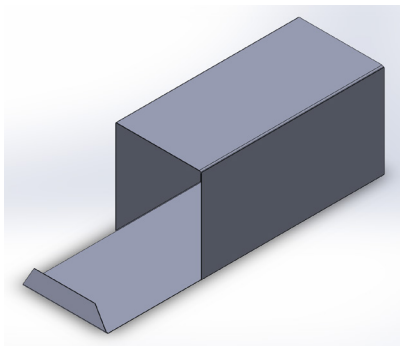


# REVISED PACKAGE CONCEPTS

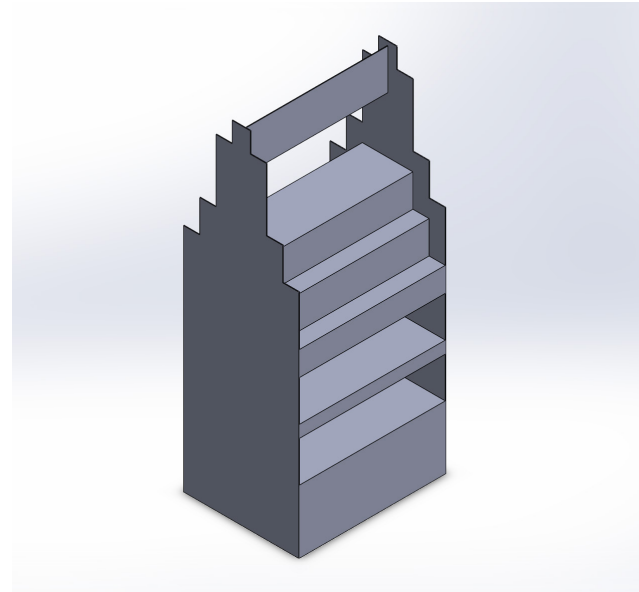
**We went back to the drawing board and revised our designs.**



The new container has a simple metal lid with a rubber gasket creating a seal, making it simpler and easier to manufacture. For graphics, all containers would be wrapped with a paperboard band.



K-Cups will now go into a simple paperboard box, and their reusability allows us to only package two, instead of a full six.



Our Point of Purchase display has changed completely, now drawing form from the patterns and shapes of Peruvian fabrics, which we utilize throughout our graphical system. This new design also provides ample space for graphics and information.





## 4.0 Final Design

# BRAND IDENTITY

Our final brand identity consists of 3 parts.

# SOLEIL

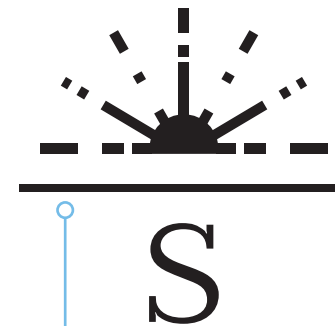
**Sustainably sourced. Reliably Delicious.**

**Logotype:**

Baltica, our chosen typeface, helps to ground our brand in the earth with its heavy slab serifs.

**Slogan:**

Our slogan describes our coffee at its simplest. It tells our consumers exactly what they're supporting, and exactly what they can expect.

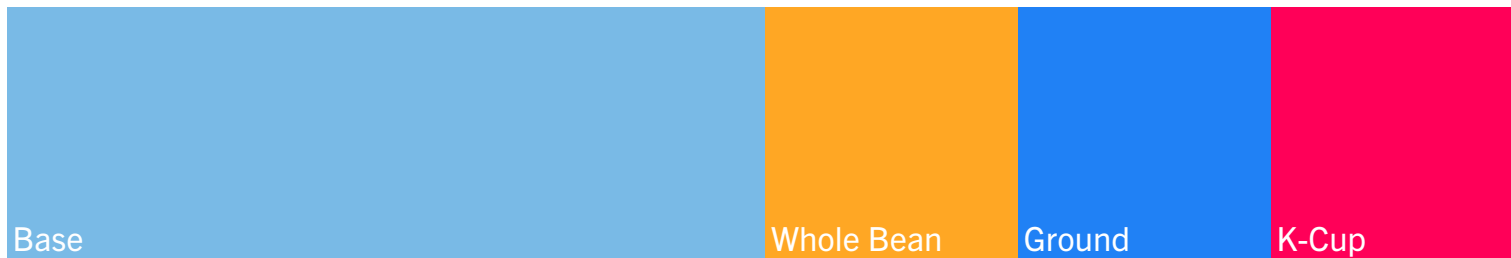


**Logo:**

Inspired by the Starbucks Reserve, our logo helps our product stand out, while still incorporating easily into the Starbucks brand family.

# BRAND IDENTITY

**Pulled directly from Peruvian textiles, our color palette consists of a single base color, with three accent colors which are used as a color code for each individual form of coffee. These bright, punchy colors will allow our products to draw a lot of attention from the shelves.**



# GRAPHICS

The highlight of our system is our paperboard bands, used to seal all of our coffee containers.

Front panel depicts the Inca sun god, Inti. Patterns and colors were all inspired by Peruvian textiles.



Color coding helps consumers choose the right coffee form

**KEEP IT FOREVER!**  
Starbucks® Soleil coffee comes in a reusable metal container that is built to last. When you run out of coffee, please keep using this container to help us eliminate unnecessary waste!

Text on the back panel encourages consumers to keep and reuse their coffee containers.





# PACKAGE DESIGN



Culturally-inspired embossing on the container increases product desirability and makes tins collectible

Fully recyclable paperboard band provides a sustainable solution that can be easily disposed of

Simplicity of the container allows it to fit well in any home kitchen

Small footprint allows for a high volume of product display

Internal storage of K-Cup pods allows all packages to carry the same footprint.

# PACKAGE DESIGN



Gold foil printing adds a premium feel to the package

Reusable K-Cup pods allow for same at-home experience while drastically lowering overall environmental footprint

Soy-printed recycled paperboard is fully sustainable and easily disposable

Directions on the box make brewing and reusing with these K-Cups easy

# POINT OF PURCHASE DESIGN

Color-coded product display areas make finding the right product easy

Soy-printed corrugated cardboard is sustainable and fully recyclable

Large shelves for more product display

Large banner at the top makes finding the right product easier

Starbucks and Rainforest Alliance logos in clear view

Ample space for price labels



# FULL SYSTEM



Clear, cohesive design

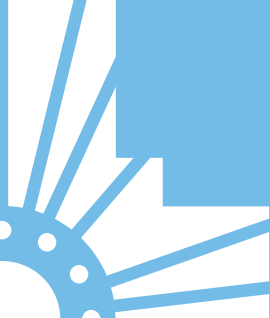
Necessary details are clear and easy to find for each product

Brand hierarchy is clearly communicated, and is consistent across all forms

Graphic style is consistent across all forms

Product is appealing and desirable





# FULL SYSTEM



Fits cleanly and comfortably into a Starbucks ecosystem



# CONCLUSION

## Sustainability:

Our design uses fully sustainable materials, with the intent of being reused or repurposed instead of being thrown away.

## Cohesiveness:

All forms use a common design language that is topical and easy to understand.

## Legibility:

All pertinent information is clearly displayed on the package and the Point of Purchase display, using both color and text.

## Compatibility:

Our product does not feel subpar or out of place among other products sold by Starbucks inside of Starbucks cafés.





# Thank you.

Special thanks to professors Lorrie Frear and Dan Harel, as well as the team at Chase Design for creating and assisting with this project.

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