

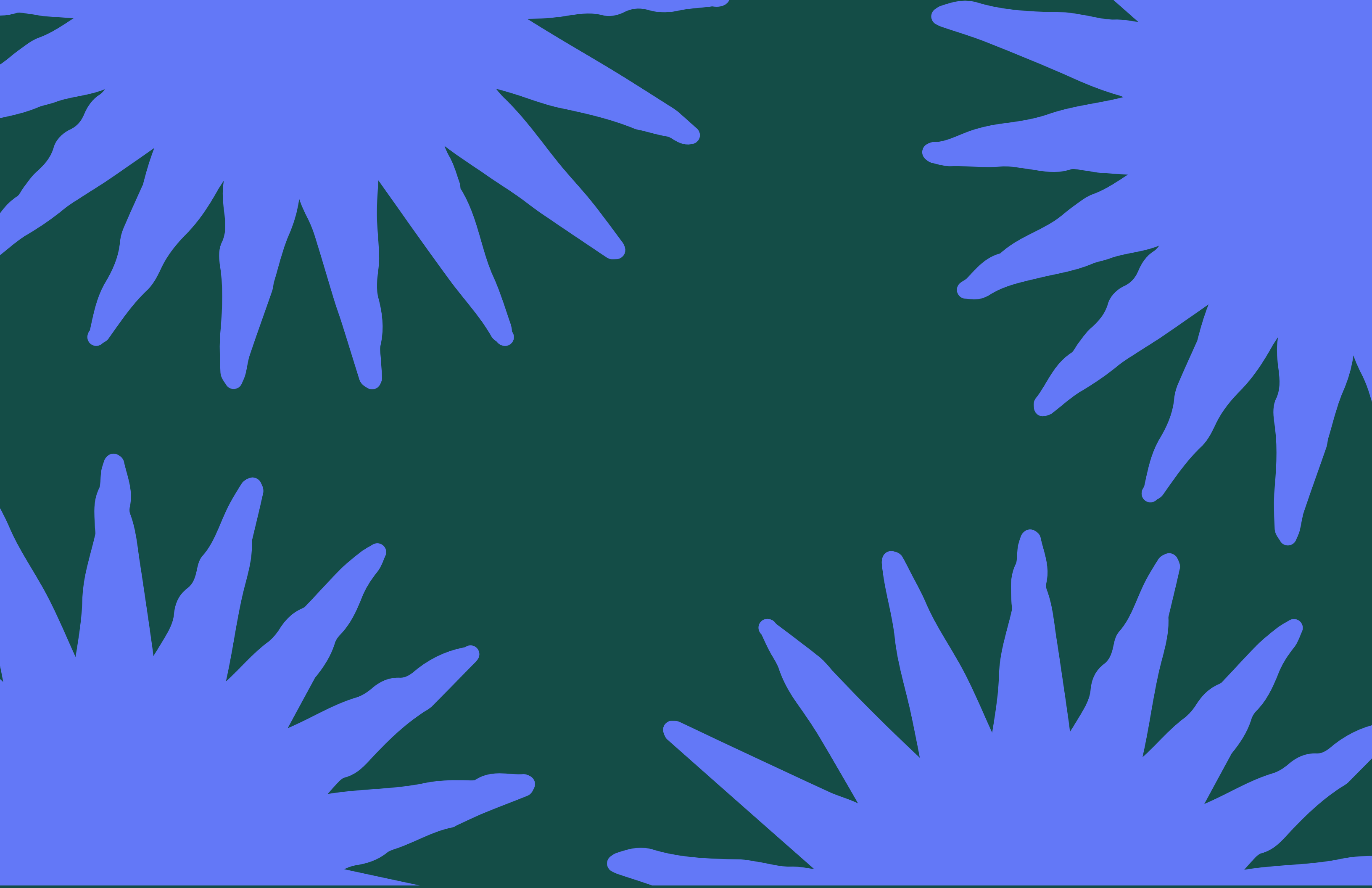
**ASTRONAUT
MONASTERY**

Saltwater Snapbilled Coffee Packaging

Round One — March 2021

DIRECTION ONE

*A direction that explores the idea of describing tasting notes.
Bright colors to push against the idea of muted, single-SKU cold
brew and flat flavors. Subtly reference vintage travel language to
give a sense of adventure and emphasize the sourcing.*







DIRECTION TWO

Using typography to grab the customer off the shelf. Visually arresting, in a way, without being offensive. The tasting notes are our secret weapon — let's use them front and center.









DIRECTION THREE

Pulling back and using simple artwork to feel a bit more refined, but approachable. Literal pieces of art that you'd want to pick up, examine, and see on your desk or in your fridge. Gives a sense of collecting, easy ways to expand to collaboration SKUs, etc.









REVIEW



THANK YOU





SNAP CHILLED COFFEE

POUROVER STYLE

THIS IS NOT ANOTHER COLD BREW

PACKED FLAVORS IN EACH CAN

FROM GAUCA VALLEY

COLOMBIA

