

Alpine Modern

Café & Coffee R1

- 01 Intro
- 02 Café Concepts
- 03 Coffee Concepts
- 04 Next Steps

Intro

Intro

Today's Agenda

Café Concepts

Review all concepts together.
Discuss general reactions.

Coffee Bag Concepts

Review all design directions together. Discuss which concept(s) to keep, what to cut, and what we need to complete Round 2.

Project Scope

Discuss potentially focusing on the coffee bags for now (including the 5lb bag) and returning to the café collection later.

Café Concepts

Café Concepts

8oz. Hot Cup White



Café Concepts

8oz. Hot Cup Black



Café Concepts

20oz. Hot Cup White



Café Concepts

Hot Cups White



Café Concepts

Hot Cups Black & White



Café Concepts

Handle Bag White



Café Concepts

Awning & Window Decals

College Ave

ALPINE MODERN



Since 2014



Café Concepts

Exterior Signage

College Ave

Quality
Coffee



ALPINE

MODERN

Since
2014



Café Concepts

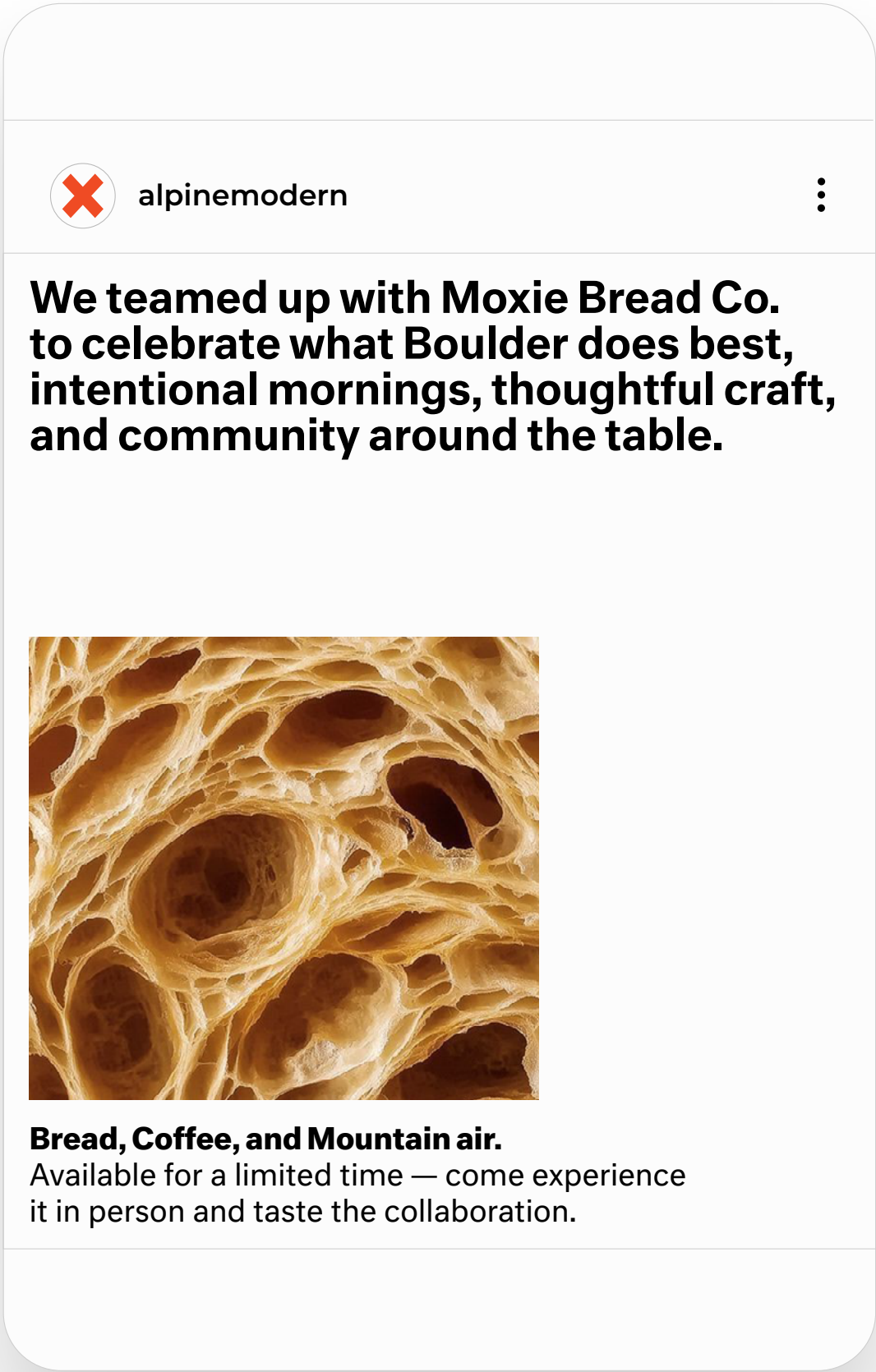
Table Top Sign

Seasonal Menu



Café Concepts

Instagram Posts



Café Concepts

Classic Tee

Coal



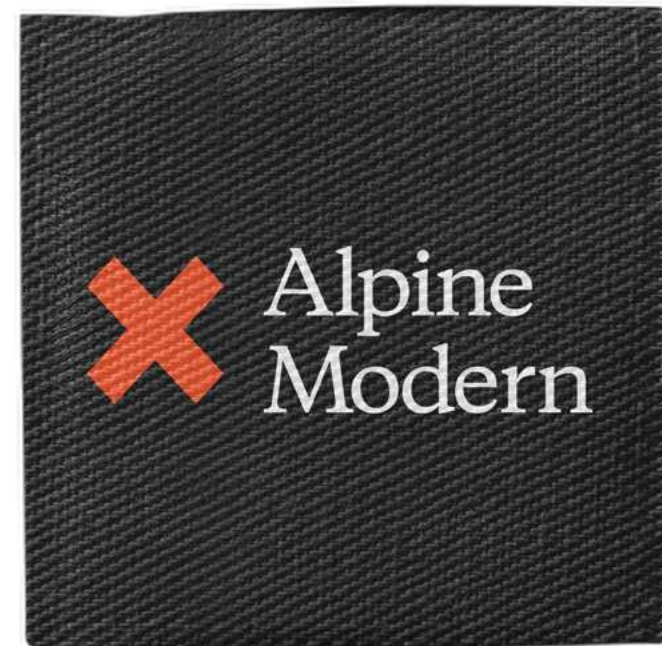
Café Concepts

Pocket Tee

Petrol Blue

Alpine Modern
The Best Way To Start Your Day

Boulder, CO
est. 2014



Café Concepts

Classic Tee

Hazy Pink



Café Concepts

Classic Tee

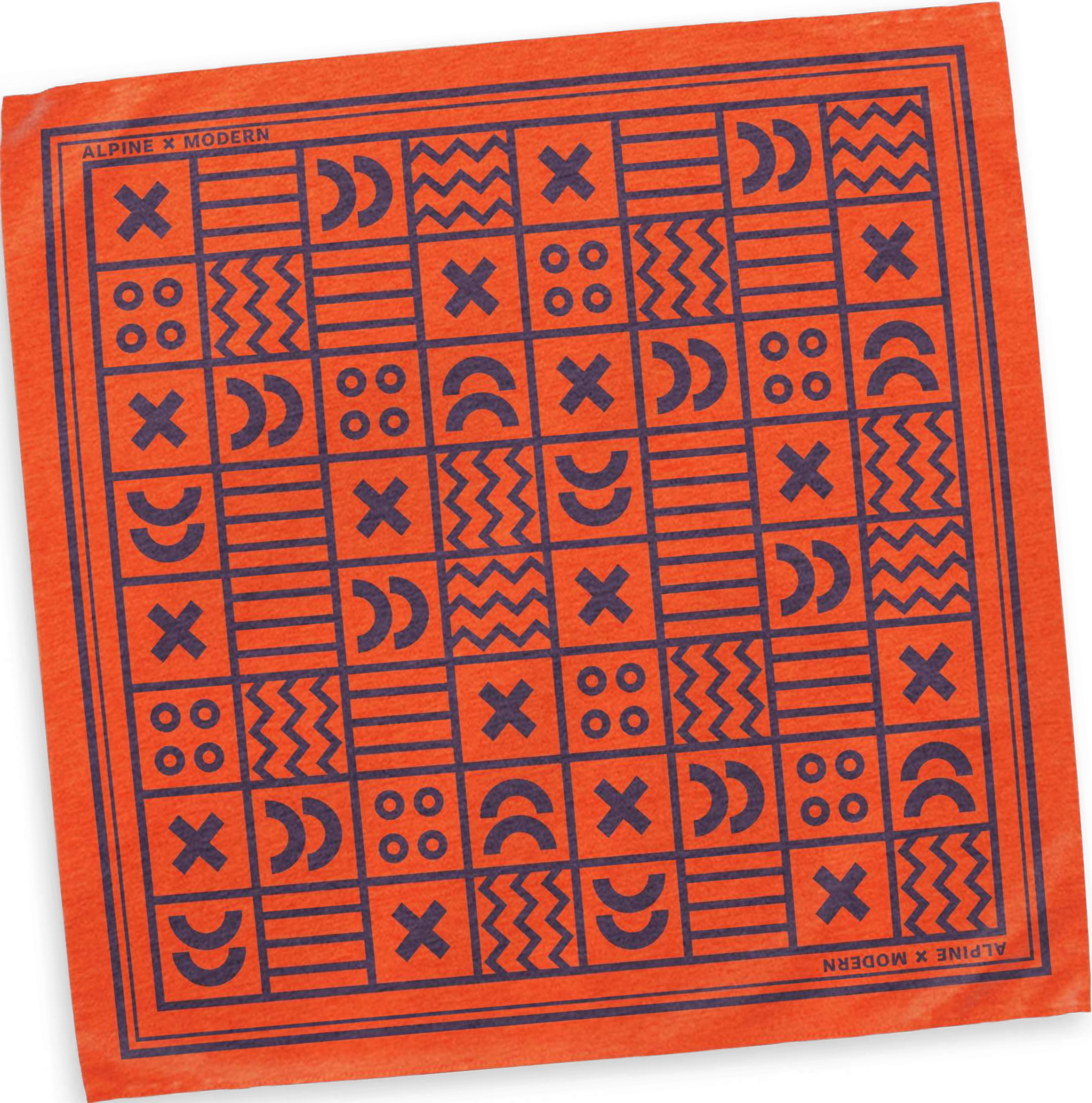
Camel



Café Concepts

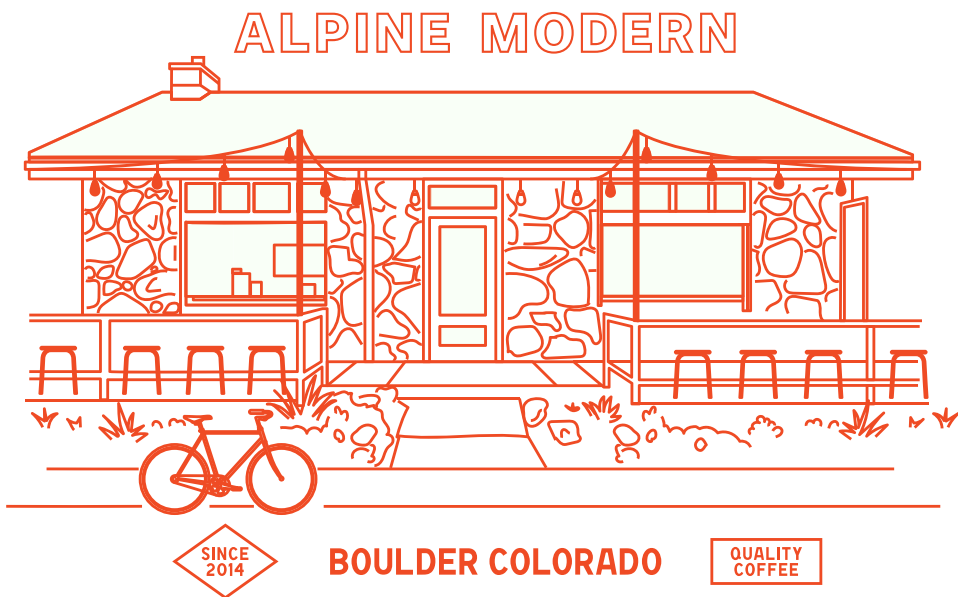
Bandana

AM Red



Café Concepts

Milk Glass White



Café Concepts

Coffee Canister Black



Café Concepts

Nomad Sip White

A x M



A x x M

Café Concepts

Tote Bag White

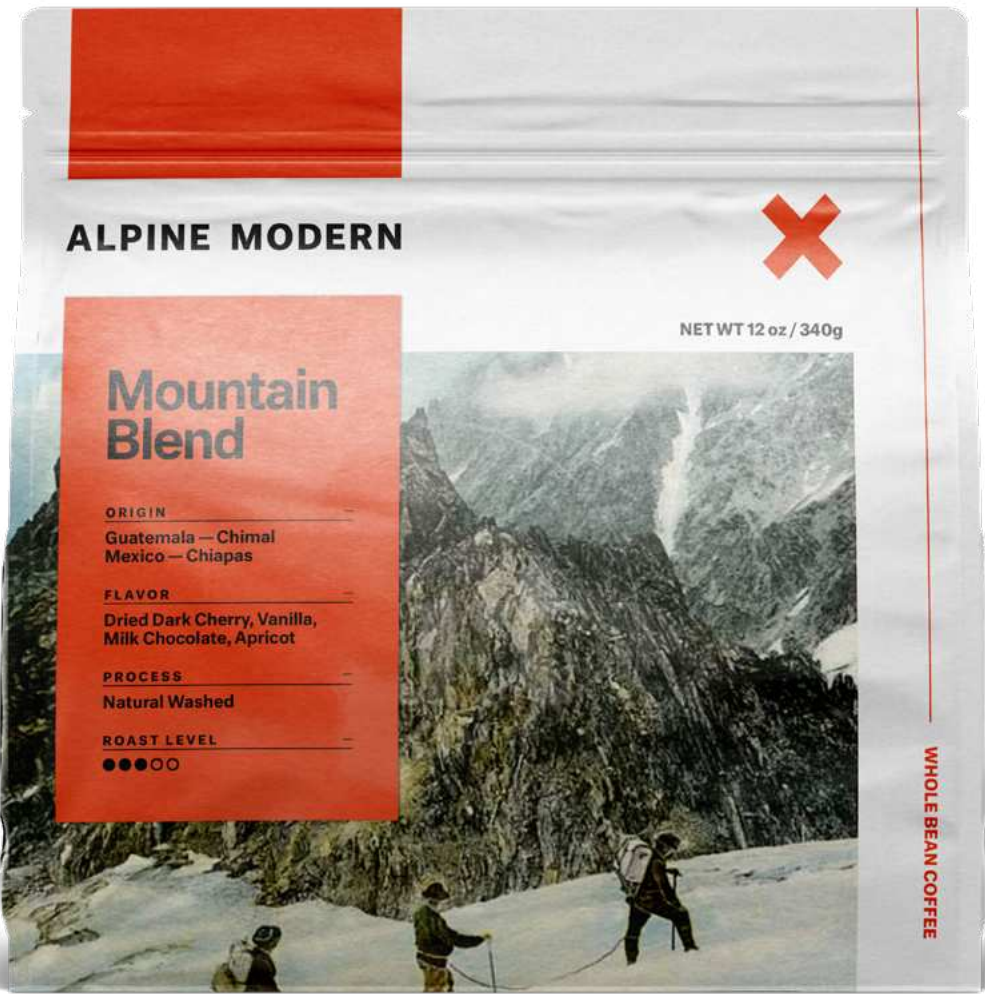


Coffee Concepts

Coffee Concepts

Coffee Packaging

Round 1



Concept 1



Concept 2



Concept 3



Concept 4

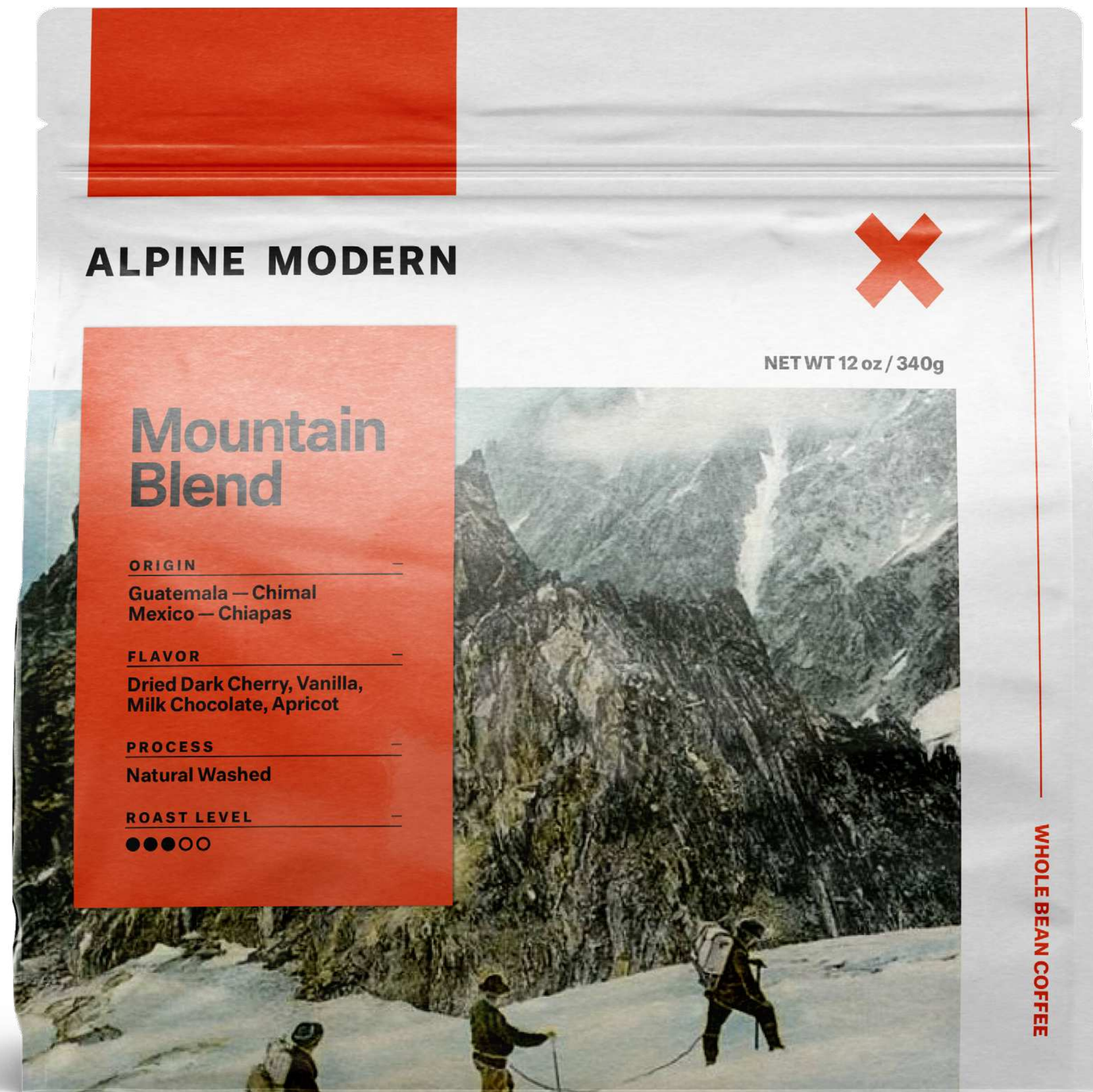
Select one concept to progress to Round 2.

Coffee Concepts

Concept 1

This design creates an editorial style arrangement by using dynamic white space around a cropped image.

The rectangular label stacks product details alongside minimal graphic accents.



Coffee Concepts

Concept 1

An alternate design switches to a black package with the brand icon printed in metallic gold.



Coffee Concepts

Concept 2

This design features a dramatic oversized placement of the brand icon, with graphics layered on top.

The label has rounded edges and uses minimal typography to communicate product features.



Coffee Concepts

Concept 2

An alternate design switches to a black package with a black label. The word mark is printed in metallic gold.



Coffee Concepts

Concept 3

This design uses a halftone image of a mountain to create an eye-catching layout with a textured background.

The label features a die-cut postage stamp edge around an apothecary inspired layout.



Coffee Concepts

Concept 3

An alternate design swaps in a full color image with the brand icon and word mark printed in metallic gold.



Coffee Concepts

Concept 4

This design uses color blocking to balance the the brand word mark and icon within a bold layout.

The label features vertically cropped alpine photography alongside industrial style product specs.



Coffee Concepts

Concept 4

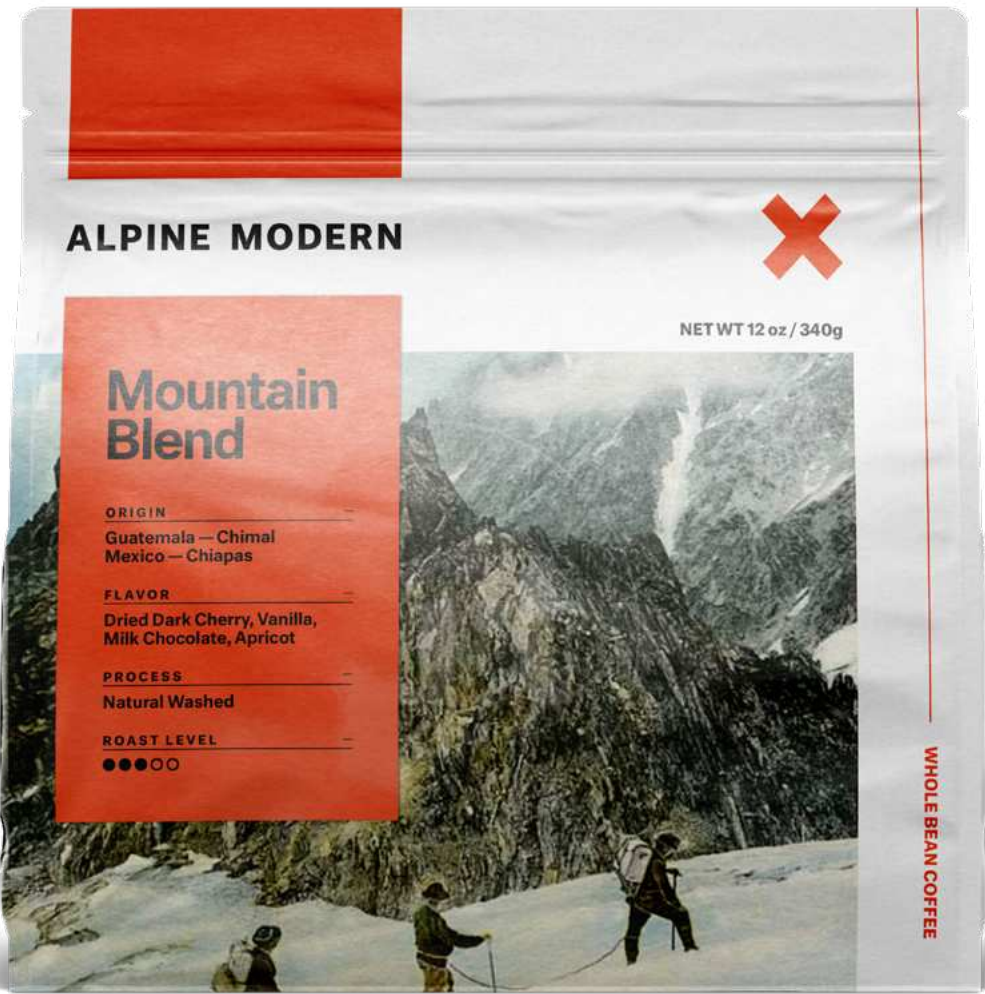
An alternate design uses a red label with the brand icon printed in metallic gold.



Coffee Concepts

Coffee Packaging

Round 1 Concepts



Concept 1



Concept 2



Concept 3



Concept 4

Coffee Concepts

Coffee Packaging

Alternate Concepts



Concept 1 Alt



Concept 2 Alt



Concept 3 Alt



Concept 4 Alt

Next Steps



Next Steps

Round 2

Full Package Layout

- 1 Mountain Blend SKU
- 1 Espresso SKU

Options

- Interior foil print
- Flag style sticker
- 5lb bag
- Coffee launch assets

Next Steps

Project Schedule

This is an estimated project schedule. We'll update the calendar as needed throughout the project.

Discovery	Mood Boards	Round 1	Round 2	Round 3
Thursday 1/22 Discovery recap	Friday 2/6 Mood Boards Monday 2/9 Select 1 direction	Wednesday 3/4 Café Collateral concepts AM Coffee concepts Friday 3/6 AM Coffee Round 1 selections	TBD + 2 weeks AM Coffee layouts TBD + 2 days Round 2 selections	TBD + 1 week AM Coffee production artwork

Thank you for your trust.

