

P/O/P TIMES[®]

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Tully's Touts Harvest Brand

With its new Harvest Coffee campaign, Seattle-based **Tully's Coffee**, a coffee chain in San Francisco, Seattle and parts of Oregon and Idaho, put the focus back on its coffee. The chain had been focusing on teas, shakes and espressos. Floor units, condiment cards, menu boards and brochures blanket the store in support of the new Harvest Coffee brand, which is only available in Tully's stores. **Kendall Ross**, Seattle, designed the P-O-P, whose graphics suggest historic journeys and highlight global sourcing.

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POINT-OF-PURCHASE



MENU BOARD INSERT



HARVEST BAG



PROGRAM BROCHURE



PROGRAM IDENTITY

DESIGN FIRM: Kendall Ross
PROJECT: Tully's Harvest