

# HOW

October 2007

#### PROJECT

Roasted in Seattle  
Coffee Packaging

#### FIRM

Kendall Ross Brand  
Development & Design,  
Seattle; [www.kendallross.com](http://www.kendallross.com)

#### CLIENT

Made in Washington Stores

#### BEHIND THE DESIGN

## SLEEPLESS IN SEATTLE

Coffee has become synonymous with Seattle ever since Starbucks began its quest to take over the world. So launching a new coffee brand in that city is not to be taken lightly.

But that's exactly what design and branding firm Kendall Ross had to do when the Made in Washington chain of stores added a new line of coffee to its shelves. The challenge: Create a new identity and package to compete with a cacophony of coffee brands already in the marketplace.

"The packaging had to evoke an artisan feel and simultaneously portray its high-end and local pedigree," firm principal David Kendall says.

The solution combines whimsical line illustrations and hand-rendered type with a sophisticated silver bag to bring the brand to life.



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