

2021

Sip Packaging Presentation



Who is Sip

A place for lovers of quick achievement to serve coffee of all kinds and snacks.

On the Sip, we offer different types of coffee, as well as snacks that help get tasks (Daily or practical) done faster and more efficiently.

Challenge

The project plan is to have a sip as a coffee and snacks cafe and there is a high probability that it will be located on the roads as (Food Truck) so the challenge was to create an attractive brand that would reach consumers and match the interior design of the place and create strong emotional bonds with them and communicate the concept The brand story.

And to come up with something simple and attractive that anyone who sees it can remember.

The Solution

We do our part in creating strong affection with customers, so we decided to choose identity graphics on smooth, curved and semi-circular shapes that carry many meanings and concepts such as the shape of eggs, which is the main food in this place and its shape as a drop of water, coffee, fruits, and the evaporation process, which is an essential process to reflect its fresh and fresh look.. It also matches the interior design of the terrazzo coffee. Several colors have been used to give the character of happiness, movement and flexibility, and to reflect the brand's personality in a striking and lively way.













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Thank you



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