

Method Coffee Roasters: Product Branding Project

For a class project, our team was tasked with branding a local business's new product. We were randomly assigned Method Coffee Roasters, a Colorado coffee roaster and coffee shop launching new coffee beans. As the project leader, I managed the team using Slack and guided our approach to create an authentic brand identity.

Our process involved extensive market research, competitor analysis, and understanding Method's current brand position before developing our new product branding strategy. We focused on creating a design that would reflect both the coffee's origin and Method's minimalist yet high-end aesthetic.



Research Methodology



Market Research

Conducted extensive research on Method Coffee Roasters and their position in the Colorado coffee market



Competitor Analysis

Identified key competitors and analyzed their branding strategies



Customer Feedback

Collected and analyzed customer reviews to understand brand perception



Brand Assessment

Evaluated Method's current values, positioning, and color scheme



Customer Perception Analysis

Quality

Customers consistently praised the exceptional quality of Method's coffee beans



Friendliness

Personal connections with baristas and staff were highlighted by loyal customers



Sustainability

Eco-friendly practices were frequently mentioned in positive reviews

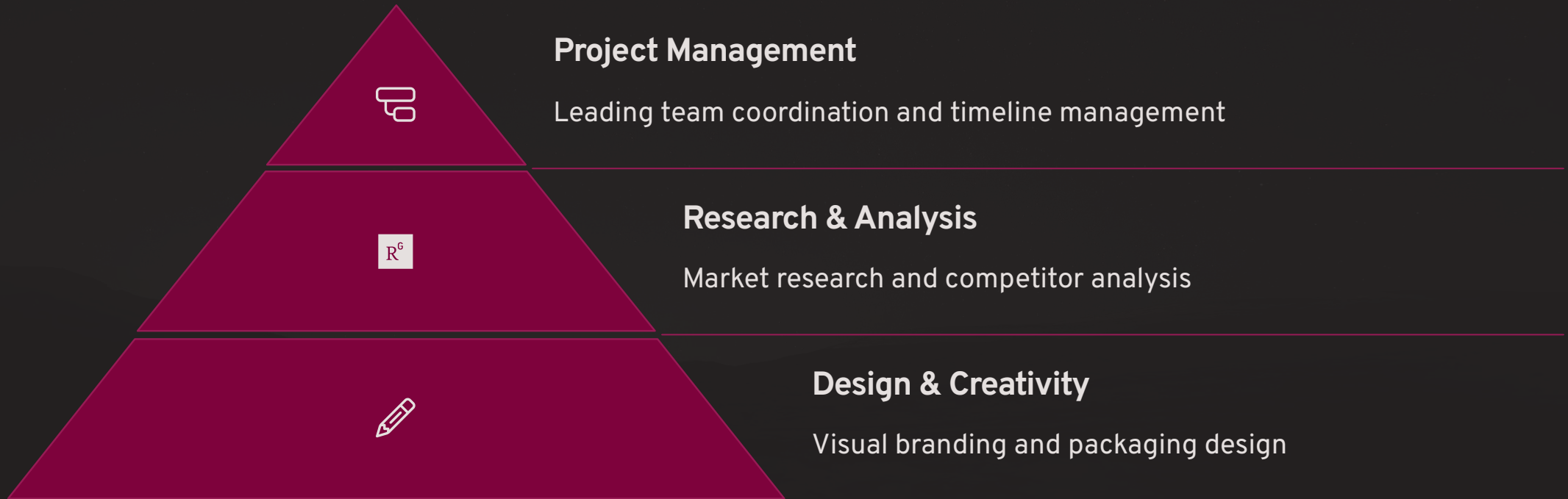


Atmosphere

The minimalist yet high-end ambiance of their shops received high marks



Team Collaboration Structure



As the project leader, I managed our team through Slack, ensuring clear communication and timely progress. While team members focused on gathering materials and generating ideas, I took primary responsibility for the research component and the redesign of the branding elements.

Collect Customer Reviews

Identify Common Language

Create Visual Word Map

Since we had limited direct access to the owners, we leveraged customer reviews as a primary source of insight. By creating a word map from the language customers used to describe Method Coffee, we identified key themes and attributes that resonated with their audience.



Design Inspiration

Regional Influence

The bag design drew inspiration from the coffee's region of origin, incorporating authentic cultural elements that tell the story of where the beans were grown and harvested.

This approach not only creates visual interest but also educates customers about the coffee's provenance and unique characteristics.

Brand Consistency

We carefully maintained Method's established minimalist yet high-end aesthetic, ensuring the new product would be instantly recognizable as part of their brand family.

The design reflects the clean, sophisticated atmosphere of their physical coffee shops, creating a cohesive experience from store to home brewing.

Final Packaging Design



Minimalist Aesthetic

Clean lines and ample white space reflect Method's sophisticated brand identity while allowing the essential information to stand out clearly.



Regional Patterns

Subtle design elements inspired by the coffee's origin region add depth and storytelling to the packaging without overwhelming the minimalist approach.



In-Store Integration

The packaging was designed to complement Method's physical store environment, creating a seamless brand experience for customers.

Project Outcomes & Learnings



Research-Driven Design

We learned the value of basing design decisions on thorough market research and customer feedback rather than assumptions.



Customer-Centric Approach

Using actual customer language to guide branding ensured the final product would resonate with Method's existing audience.



Balancing Innovation & Consistency

We successfully created something new while maintaining the core brand identity that customers already recognized and valued.



Effective Team Management

Clear role definition and communication channels were essential to coordinating efforts and meeting project deadlines.

