



VERVE NERVE
COFFEE
Process Book

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INTRODUCTION

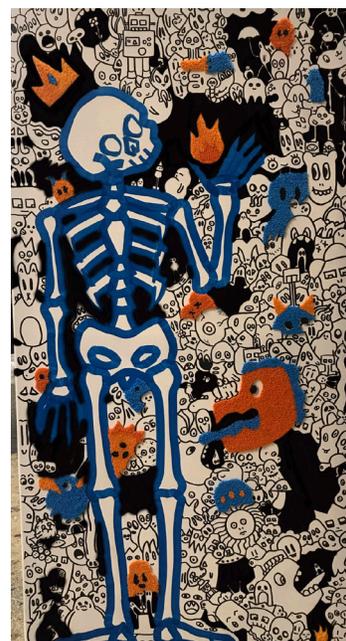
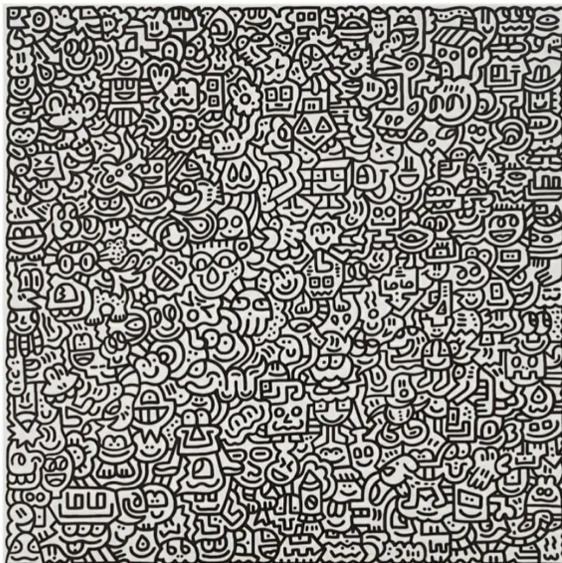
I recently found a taste for coffee, something that I never thought I would enjoy. This newly acquired taste led me to want to design concept work for coffee packaging.

The first thing I needed to do was create an identity for my coffee shop. **Verve Nerve** is a fun, vibrant coffee brand that targets the 20-30-year-old age group that has disposable income.

 **verve**
/vɜrv/
noun
vigor and spirit or enthusiasm.
"Kollo sings with supreme verve and flexibility"
Similar: [enthusiasm](#) [vigor](#) [energy](#) [pep](#) [dynamism](#) [go](#) [elan](#) [vitality](#) 

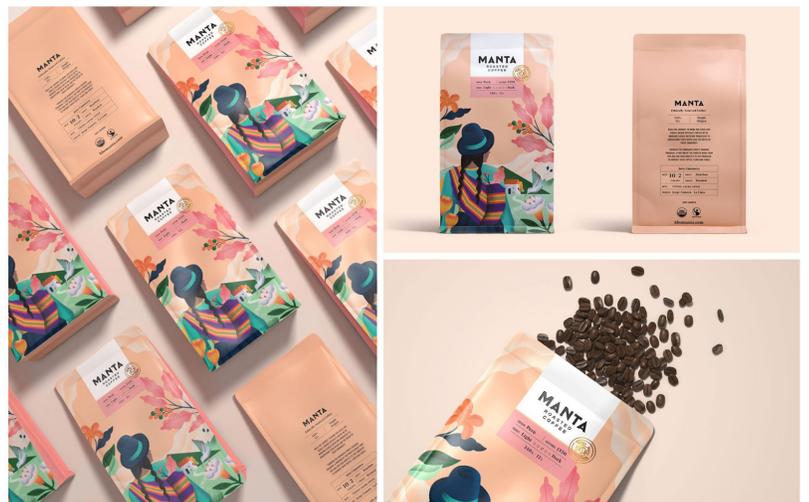
This is the definition of verve, so the name **Verve Nerve** literally means “enthusiastic or energetic nerve”. I wanted to portray that with the dynamic, hyper-doodles on the packaging.

My inspiration came from Mr. Doodle and a recent project I had just completed.



RESEARCH

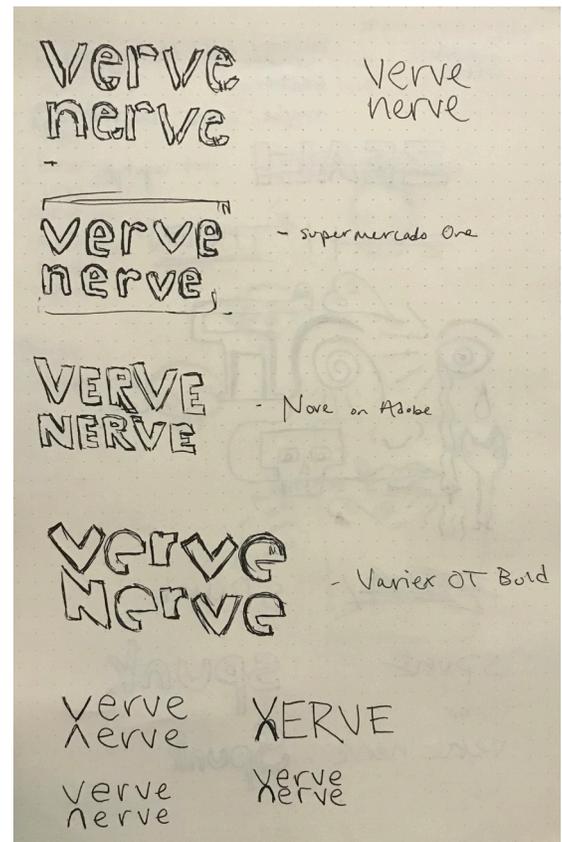
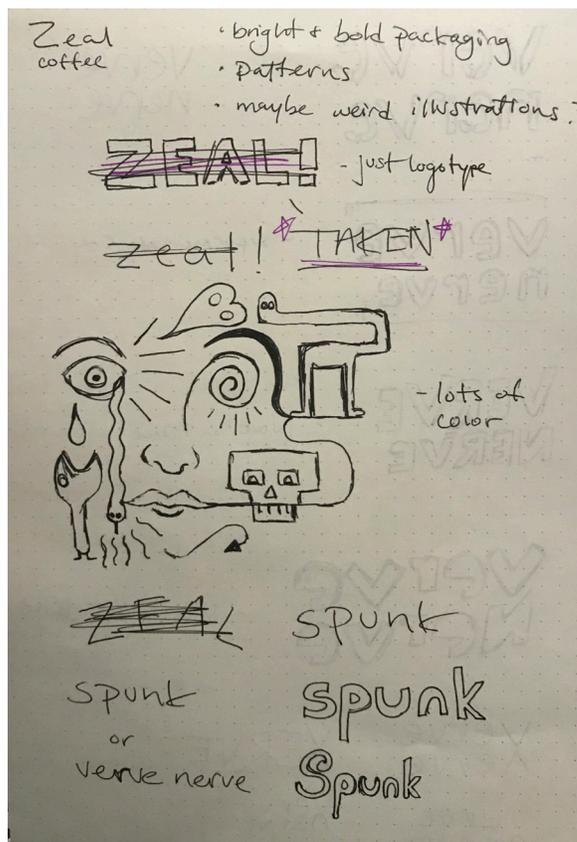
As a new coffee connoisseur, I had to do quite a bit of research on coffee packaging and what goes on it. A lot of coffee packaging is composed of earth tones, but I wanted to create something bold and different, something kind of crazy, where a passerby might do a double-take because it catches their eye. Packaging is a part of the consumer experience and can make or break a purchase.



IDEATION

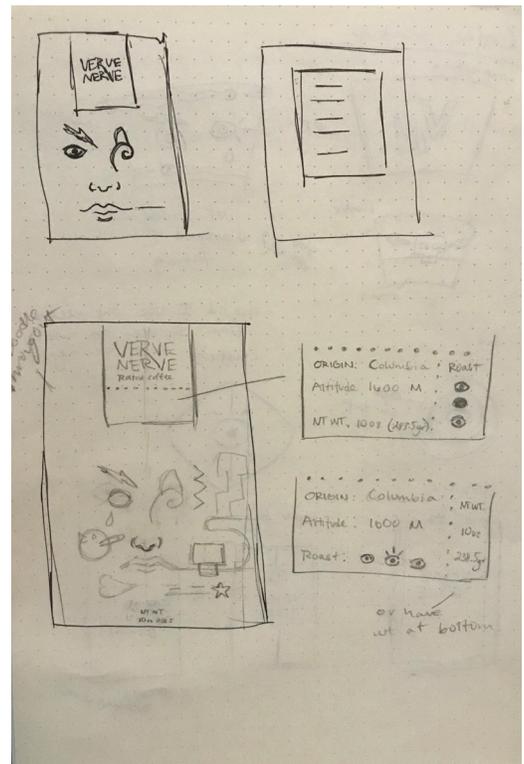
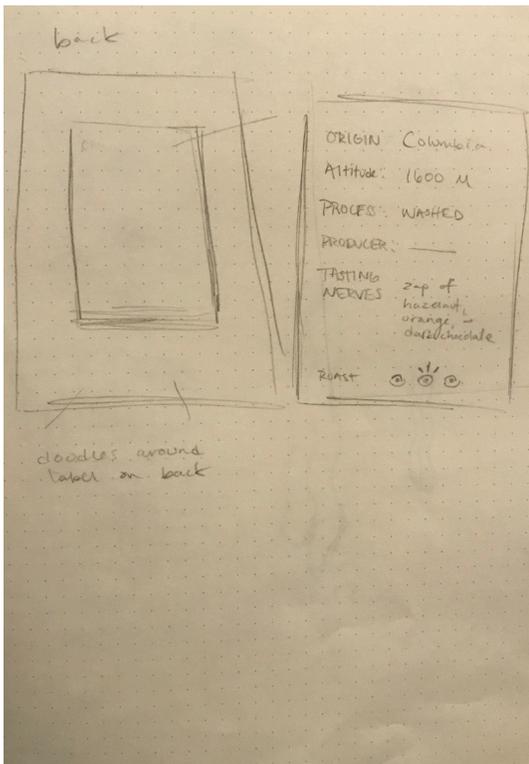
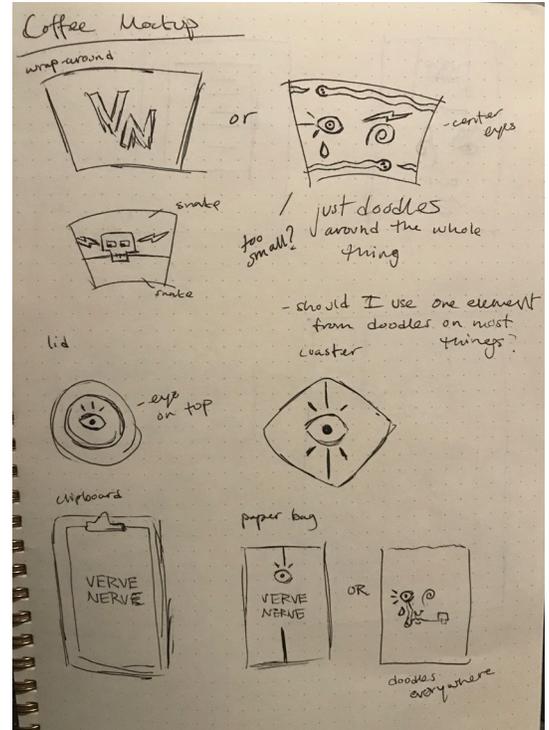
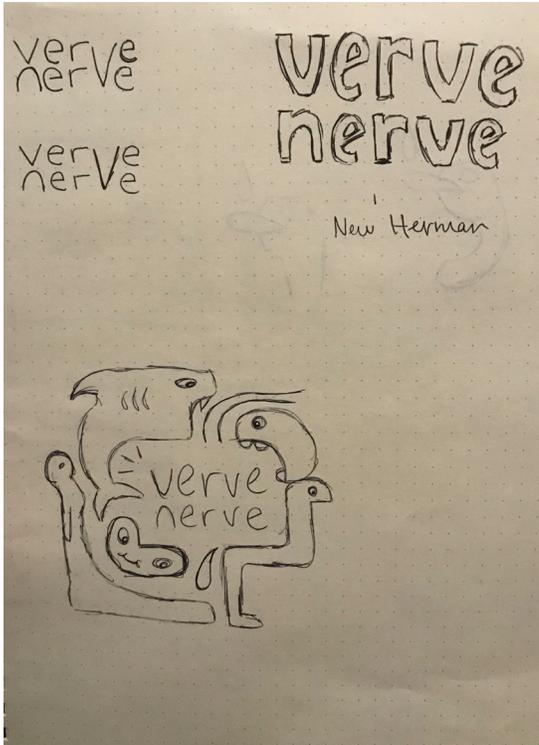
The first step was coming up with a name and logo. I knew I wanted the brand to be energetic, so I needed a name to match that. I had several ideas at first, but with research, I found that they were already taken. I actually found the word "verve" in a thesaurus. Huh, it seems maybe my high school English teacher was right, a thesaurus can be extremely helpful, or should I say exceedingly advantageous.

Once I thought of the name of my coffee brand, I started sketching out logotypes.



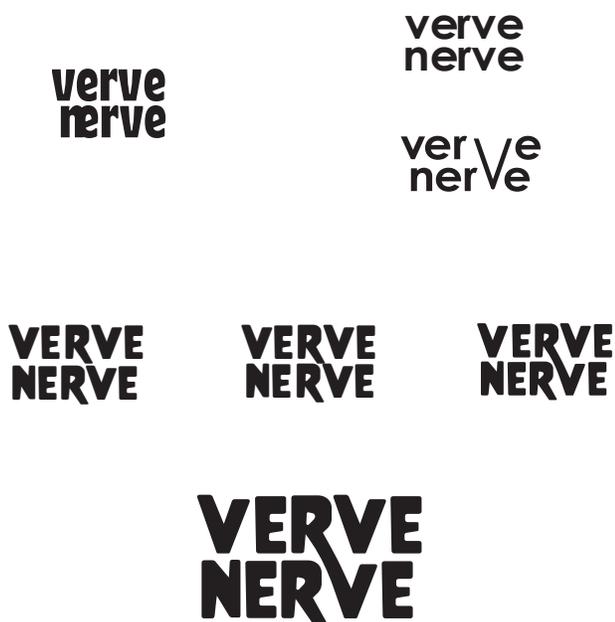
I also began sketching out doodles that could potentially be a part of the packaging.

IDEATION

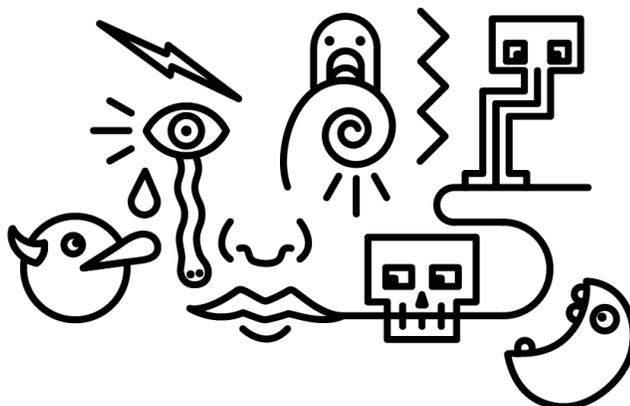


VECTORIZING

The first step for me was to create a logo for my new coffee brand. I knew I wanted it to be logotype because there would be so much going on on the packaging. I experimented with several typefaces and played with how I could manipulate them.



I then began to digitize my doodles in Adobe Illustrator. Some of these doodles I had sketched out beforehand, while others I freely created in the program. Creating numerous unique characters proved challenging at times, so I occasionally referenced my previous drawing project if I ever got stuck.

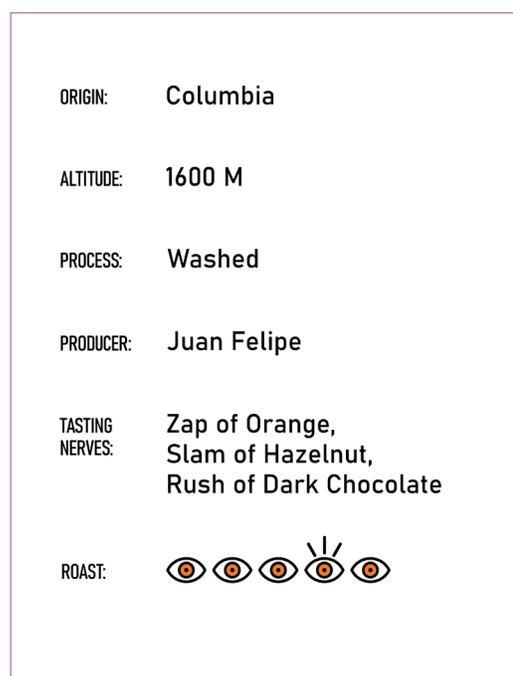


LABELS & LAYOUT

As I began creating more doodles, I realized I needed to figure out the layout first. I knew I wanted the doodles to be interacting with each other and the labels that would be on the coffee bag. So I went back to my research and sketches to figure out what would be appropriate for the labels.



FRONT

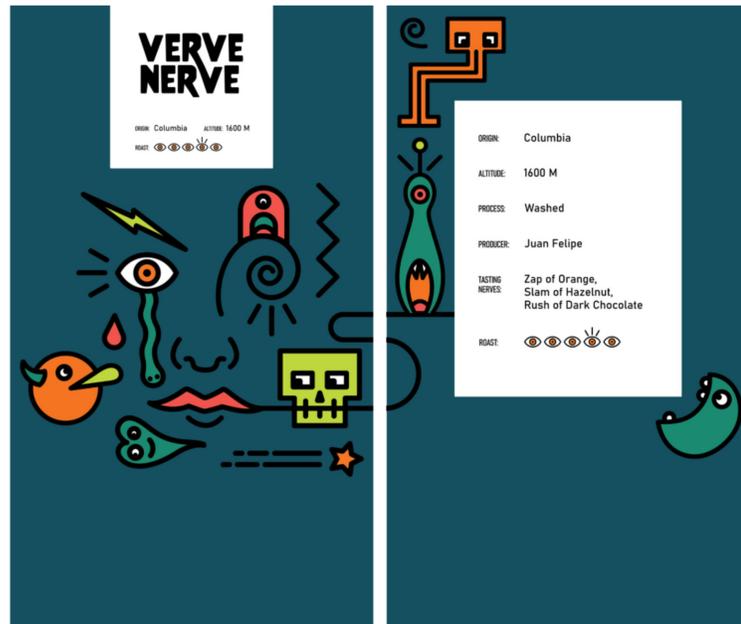


BACK

Based on my research I knew I needed the origin, altitude, how it was processed, the producer, roast level, and tasting notes. I mainly looked to other coffee brands to accurately label these. For the tasting notes, I wanted to create a voice for the brand. I called it "tasting nerves" and added some crazy verbiage that went along with the aesthetic. There's that thesaurus coming in handy again.

COLOR

Once the labels were completed, I started applying the doodles to the packaging.

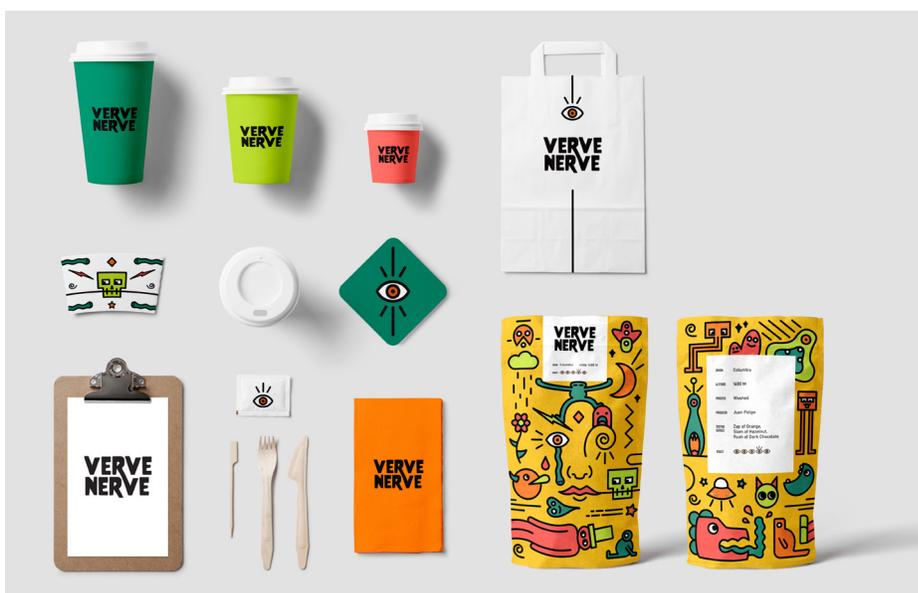


I began to add color to the designs as I went along and asked my peers what their preferences were. They suggested yellow because of the contrast and it's an earth-tone without being too obvious.



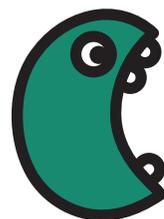
MOCKUPS

Mockups are a beautiful thing and paramount for any designer. They allow viewers to see how they could look in real life. I found a proper coffee bag mockup, and one with things you could see in a coffee shop.



CONCLUSION

It's exciting to see an idea come to life, and **Verve Nerve** did not disappoint. It took an incredible amount of work and I'm happy with the end result. I learned quite a bit about coffee and packaging design, and I found it's something I love doing! The process of coming up with a brand, finding that brand's voice, and a way to visualize it is exactly why I became a designer.



THANK YOU!