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YOUR CUSTOM PRINTING & PACKAGING PARTNER FOR SMALL AND MEDIUM BUSINESSES



Product Image













Details

Signature Blend Whole Bean Coffee is a medium roast coffee that is smooth, balanced, and memorable. It is made from a blend of high-quality coffee beans from various origins. The coffee is packaged in a 12 oz (340g) bag, which is perfect for home use or as a gift. The bag features a blue and orange color scheme with abstract geometric patterns. The coffee is displayed on a light-colored countertop next to a blue coffee cup and a wooden tray containing a glass jar of coffee beans and a potted plant in the background.

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1. 品牌定位与核心价值：明确咖啡品牌的目标受众、品质追求及独特卖点。



2. 视觉识别系统 (VI)：

- 主色调：深蓝色与橙色的搭配，营造专业且温暖的视觉感受。
- 辅助色：白色、浅蓝色及灰色，用于平衡整体色彩并提升层次感。
- 图形元素：抽象的几何形状（如半圆、波浪线、矩形）作为品牌视觉符号。
- 字体选择：简洁现代的无衬线字体，确保品牌名称与描述清晰易读。
- 材质与工艺：采用哑光质感的包装材料，提升产品档次。
- 细节设计：通过咖啡豆的特写照片及产地风景图，增强产品的自然与品质感。

3. 品牌故事与文化内涵：

品牌故事应强调对优质咖啡豆的精选与烘焙工艺的精湛，传递出对咖啡品质的执着追求。

文化内涵则体现在品牌对环保理念的坚持，如采用可回收包装材料，以及支持公平贸易咖啡。

品牌传播策略包括利用社交媒体平台展示咖啡制作过程，举办品鉴会，以及通过口碑营销提升品牌知名度。

品牌延伸可考虑开发周边产品，如咖啡杯、滤纸等，进一步巩固品牌形象。

1. 咖啡的品質與風味是消費者最關心的因素。因此，我們在選擇咖啡豆時，會優先考慮那些來自優質產區、採用法式處理、且經過嚴格品質控制的品種。

2. 為了確保每一杯咖啡都能達到最佳的風味，我們特別選用了「[中焙](#)」的咖啡，這種焙度能完美保留咖啡的原始風味，同時賦予其獨特的香氣。

3. 此外，我們還特別注重咖啡的包裝設計，確保每一包咖啡都能以最完美的狀態呈現給消費者。

4. 為了讓消費者能更清楚地了解我們的產品，我們在包裝上特別標註了「[中焙](#)」的字樣，並附上相關的說明，以便消費者能根據自己的口味進行選擇。

5. 最後，我們還特別選用了「[中焙](#)」的咖啡，這種焙度能完美保留咖啡的原始風味，同時賦予其獨特的香氣。

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Signature Blend Whole Bean Coffee is a medium roast coffee that is smooth, balanced, and memorable. It is made from a blend of beans from different regions, including Colombia, Ethiopia, and Guatemala. The coffee is roasted to perfection, resulting in a rich and flavorful cup. It is available in 12 oz bags for \$40.

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1. 請將咖啡包裝袋放入回收箱內，請勿將咖啡包裝袋與其他垃圾混雜。
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1. 本報告係根據「環境影響評估法」及「環境影響評估條例」之規定，由本會委託本會辦理，其內容如有任何錯誤或不實之處，均與本會無關。
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Product Option