



**Coffee**  
& Strategy

# Strategy

## The ampersand, when placed into italics, looks similar to beautiful latte art

We live in a society obsessed with coffee. To some, it is a commodity that gets them through the day. To others a powerful substance that pushes them over the edge. Coffee is a complex food. Some would argue that it is not a food but the definition explains any product that is eaten or drank which will promote growth and life. Coffee does exactly this with its wide range of health benefits. While Coffee is most commonly drank it can be combined with food as marinades or eaten raw.

It is a food product that has created its own culture incomparable to any other fruit on this planet. It is accessible from every walk of life and chances are it is very close by while you read this.

It could be in a cupboard, a cup nearby, on the shelf in a supermarket or even already in your system. There is a coffee shop style for every individual taste whether you like bohemian, contemporary, traditional, or greasy spoon environments. There is a style of coffee house for you. The same can be said about how you consume it.

I wanted to capture this essence of coffee in my design. I wanted to show the audience the seductive yet contradictory effects that coffee has on an individual and society.

I research the commodity in depth, looking into academic books such as the histories of food which explain all its intriguing history. I discovered the legality of the commodity, the cultures it has influenced and its strong link printing industry.

I was curious if I could take the reader on a journey through the history of coffee while inspiring their creativity.

I decided to use contrasting colours and typeface throughout to capture its complex nature. I believed this revealed a glimpse into elegant coffee houses compared to the greasy spoons, or its energetic nature compared to its dreaded caffeine crash.

Throughout the magazine, I created a large emphasis on the ampersand for two reasons. The first reason is due to its beautiful cursive as well as its fluid style that appeals to a large quantity of graphic designers and typographers.

The second is due to its unique essence. I feel that the ampersand, when placed into italics, looks similar to the beautiful latte art that dominates the coffee culture.

Coffee & Society explores the history, use and contemporary culture of this little edible bean. It captures the essence of the intriguing world coffee while taking the reader on a journey of typographic design, contemporary photography, and thought-provoking articles.

