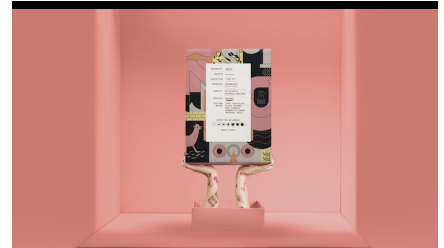


TEXAN COFFEE WITH A SURREALIST BRAND IDENTITY

By Livvy Houghton and Holly Friend

01 : 03 : 2019 Drinks : Branding : Coffee



Austin, Texas – **Futura** is redefining the way coffee is communicated with its branding for new coffee shop **Superthing**.

The Mexico-city based creative studio was enlisted by Superthing to challenge the serious, artisan-inspired aesthetic of coffee packaging. The resulting branding features playful illustrations and graphic elements that convey surrealism and the energy that coffee brings.

Playing on the brand name Superthing, Futura wanted to create a 'visual universe of exaggerations' which features wild creatures, abstract people and the tools that symbolise the coffee-making process.

In line with **Anti-authenticity Marketing**, Futura is rejecting the stereotypes of heritage and craftsmanship that plague the coffee industry. For more on how food and drink brands are using satirical imagery to catch consumers' attention, read our **Design Direction**.