

The Gold Standard

The Gold Standard is Cafédirect's business model which ensures that it never loses sight of its original ethos. We were briefed to create a report that brought these themes to life. The publication uses a combination of full page images and coloured sections to bring each of the six key themes to life. Inside, we created fold out pages for the covers to present a timeline and growers map and the finished report used a combination of both coated and uncoated paper stocks giving it a tactile feel.



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