

Northwind identity and packaging

Acme Studio for Northwind Coffee Roasters · Phase 2 of 3

ON TRACK

DATES	
Started	Feb 3, 2025
This report	May 23, 2025
Next report	June 6, 2025
Phase ends	July 18, 2025

NUMBERS	
Elapsed	62%
Fee drawn	\$74,200
Fee agreed	\$118,000
Change orders	1

WHO	
Dana Whitfield	Studio director, Acme
Maya Chen	Client lead, Northwind
Alex Rivera	Design lead
Ava Cruz	Production

CIRCULATED TO	
Northwind leadership, Acme account team, Container Co. (packaging)	

Status report

Packaging artwork went to Container Co. on Wednesday and the plates are booked for **June 2**. The identity system is closed out; what remains in this phase is packaging production, the retail signage set and the brand guide. One thing needs a decision: the **12 oz bag** now has two approved label variants and printing both raises the unit cost by 4¢.

MILESTONES

■	Identity system signed off	Apr 11
	Logotype, colour, type and the mark set, with usage rules	Done Apr 9
■	Packaging artwork released	May 23
	Six SKUs, print-ready with dielines and a spot-colour build	Done May 21
■	Plates and first print run	June 6
	Container Co. holds the slot; proofs to us before the run	On track
■	Retail signage and café set	June 27
	Menu boards, window vinyl, bag stamps and cup print	On track
□	Brand guide, first edition	July 18
	40 pages, delivered as a PDF and an editable source set	Not started

RISKS AND ISSUES

RISK	SEVERITY	MITIGATION	OWNER
Two label variants for the 12 oz bag	Medium	Decision needed by May 30 or the plate slot moves; printing both adds 4¢ a unit	Maya Chen
Kraft stock lead time	Medium	Container Co. holds 90 days of stock at Tacoma; call-offs in 500s keep freight consolidated	Ava Cruz
Signage survey not booked	Low	Two café sites still to measure; Acme books the visit for the week of June 9	Alex Rivera

CHANGE CONTROL

CHANGE	RAISED	EFFECT	STATE
Cold-brew SKU added to the packaging set	Apr 24	Sixth SKU, one extra dieline and a shared plate; +\$4,800 and no date change	Approved
Café signage moved into phase 2	May 9	Pulled forward from phase 3 so the sites open branded; +\$6,200, phase end held	Approved

THIS PERIOD AND NEXT

LANDED	NEXT TWO WEEKS
■ Six packaging artworks released to Container Co. with dielines	■ Press proofs reviewed at Tacoma, June 3
■ Spot-colour build proofed against the Pantone book	■ Signage survey at both café sites
■ Bag stamp and cup print artwork drafted for review	■ Brand guide outline agreed with Northwind

DECISION NEEDED BY MAY 30

One label or two for the 12 oz bag. Both artworks are approved and either can print. Running both means a second plate set and roughly **4¢ more per unit** at current volumes; running one keeps the slot and the price. Maya Chen to confirm so the plates can be cut on June 2.