

The Acme Gazette

DESIGN, CRAFT, AND THE BUSINESS OF MAKING THINGS — MONTHLY FROM ACME STUDIO

STUDIO NEWS

Northwind rebrand takes home a national packaging award.

BY THE ACME TEAM · 4 MIN READ

Our origin-series packaging for Northwind Coffee Roasters won Gold at this year's Brand New Awards — the studio's first national packaging honor. Judges cited the flexible label system and "storytelling that survives the shelf test."

The win caps a strong quarter for the studio's packaging practice, with two more food & beverage programs launching in April.

The award-winning origin series

PROCESS

Why we sketch every wordmark by hand first

Thirty minutes of pencil work saves three days of vector fiddling. A look at the studio's analog-first type process, with examples from four recent identities.

CLIENTS

Staple & Oak opens flagship in Chicago

Our identity system scales to 4,000 square feet of retail — wayfinding, packaging, and a mural we can't wait to photograph.

CRAFT

There is a proof press in the back room now

Six weeks in, every packaging review starts on paper instead of a screen. The arguments got slower and better, and the client meetings got shorter.

STUDIO

Meridian joins as our first retained advisory client

A standing Tuesday for brand decisions rather than a project with an end date. Two other clients have asked about the same arrangement.

FIELD NOTES

What 40 print vendors taught us about paper

The unsexy details that make packaging feel premium: caliper, coating, and why "bright white" is usually a mistake.

HIRING

We're looking for a senior packaging designer

Five-plus years, structural experience, strong opinions about kraft. Remote-friendly, print weeks in Brooklyn.

COMMUNITY

Open studio night returns the first Thursday in May

Six to nine, portfolio reviews for eight students, and the type cabinet stays unlocked. Northwind is bringing the coffee; bring work that is not finished.

SHOP TALK

The dieline checklist we should have written in 2019

Eleven things to confirm before a structural file leaves the studio. Four of them exist because of mistakes we made on our own packaging.

BY THE NUMBERS

140+

Projects shipped since 2016

14

Design awards & counting

96%

Clients who come back

9

Industries served this year

31

Wordmarks drawn by hand last year

STUDIO DIARY

- Mar 4** Origin series ships to 40 grocery doors
- Mar 11** Staple & Oak flagship opens, Fulton Market
- Mar 19** Gold at the Brand New Awards, packaging
- Mar 26** Westhill identity kickoff in Seattle

CLASSIFIEDS

For sale: vintage type cabinet, 24 drawers, good patina — make an offer. Wanted: a Risograph in working order. Free: 3 crates of paper offcuts to a good school.

NEXT ISSUE

April: behind the scenes of a grocery rebrand, our dieline checklist, and a field guide to working with local printers.