

# CRICKET COKE

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## Properties list:

- end-user packaging
- single product
- new product
- soft drinks
- folding carton
- bottle
- opaque
- identity by typography
- identity by system of colour
- identity by abstract shapes
- glass and ceramics

From The Powell Rogers Project site: "To introduce to world's first green tea cola, we created the name, brand identity, packaging and launch strategy. Cricket now has a significant following and can be found in stores up and down the West Coast."

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Reference: <http://thepowellrogersproject.com/cricket.html>

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**Credits:**

**Country:** \_

**Agency:** The Powell Rogers

Project

Other images: