

# RDA ORGANIC

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## Properties list:

- range of products
- update
- juices
- pouch
- plastics
- contemporary
- identity by typography
- end-user packaging
- identity by illustration

"RDA Organic is a brand that appeals to a wide audience, as it has mainstream organic appeal and allows an affordable entry point to a healthy, organic product. We wanted the packaging to reflect the transparency of the organic sector and the simplicity of the functional sector." Patrick and Karen O'Flaherty.

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Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

Other images: