



Properties list:

- coffee, tea and infusions
- end-user packaging
- range of products
- new product
- bottle
- other shapes
- plastics
- opaque
- identity by shape
- identity by typography
- identity by colour
- identity by system of colour
- identity by illustration

Yoshi-Go, a new range of green teas released in Asia and Europe. The product is a traditional Japanese RTD green tea infused with anti-oxidant ingredients, to bring the two trends of Europe and Asia together.

The square bottles come in a sophisticated black sleeve, with highlighted colours, Yellow (original flavour with a dash of lime), Blue (Detox, with blueberries and pomegranate), and Pink (with ginger and ginseng). A gift pack of three is a limited item across Europe.

The brand identity is developed by Love for art and Business, LA+B, Stockholm Sweden. (AD Sarah Sheppard, PM Frida Berggren, D Magdalena Adaktusson, CD Jonas Lundin) (who also packaged mysmoothie, recently pictured in UK's Wallpaper magazine)?

Reference: <http://lovelypackage.com/yoshi-go/>, http://www.loveartbusiness.se/LOVE_ART_BUSINESS/ABOUT.html

Credits:

Agency: LA+B Love for Art & Business

Art director: Sarah Sheppard Project

Designer: Magdalena Adaktusson

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Other images:

