

# FIREFLY

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## Properties list:

end-user packaging  
range of products  
new product  
juices  
labels and sleeves  
bottle  
plastics  
contemporary  
unusual visual association  
smooth  
photo to evoke  
identity by photo  
identity by system of colour

The use of big photos gives an idea of a familiar product, really made with natural ingredients. Each juice is a functional one and the bright colors used for the background underlines the specific function and taste of each one.

The designers added just enough fruit juices to make them taste good, and designed a bottle that looked the part. (Quite tricky - they used a glass bottle, in a coloured "sleeve" to protect the herbs - that's how they ended up with those bright colours...)

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Reference: <http://www.fireflytonics.com/>

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## Credits:

**Country:** uk

**Year:** 2003

Other images:

