

UBUNTU COLA



Properties list:

- packaging as a new medium
- end-user packaging
- single product
- extra-use of packaging
- new product
- soft drinks
- can and tin
- metals
- minimal
- contemporary
- identity by colour
- identity by typography
- identity by abstract shapes

Ubuntu Cola was the first cola in the UK to get the Fairtrade Mark (back in 2007) and it fizzes with Fairtrade sugar from the Kasinthula Cooperative in Malawi and from the Kaleya Cooperative in Zambia. This means that every time you drink an Ubuntu Cola you are directly taking part in the Fairtrade movement - contributing to long term development and real opportunities for African communities. "Ubuntu" means, in bantu language, "benevolence towards one's neighbour", a life rule based on compassion and respect of the other.

Reference: <http://www.ubuntu-trading.com/our-fairtrade-cola>

Credits:

Country: Malawi

Year: 2007

Other images: