



Properties list:

end-user packaging
new product
coffee, tea and infusions
identity by illustration
identity by typography
labels and sleeves
can and tin
flacon
range of products
plastics

Repositioning a much-loved brand to capture the magic of sleep for a new generation of drinkers under 30's who haven't grown up with the brand. Providing a clear platform for innovation into Extra Light and other variants.

Reference: www.bloom-design.com

Credits:

Country: UK, London

Agency: Bloom

Other images:

