

DOO SMOOTHIE



Properties list:

- end-user packaging
- range of products
- concept
- juices
- opening and closure systems
- gable top
- pop
- contemporary
- polylaminated
- identity by typography
- identity by illustration
- identity by system of colour

DOO is the name of a new French smoothie: its meaning comes from the French word "doux" ("sweet" in English). On each package the flavour (the complete series is made up by three flavours: kiwi, orange and watermelon) is identified by an illustration of a fruit and a coordinated colour.

Reference: <http://www.bandt-design.com>

Credits:

Country: France

Year: 2009

Agency: B&T

Other images:

