

PURE PRET COLD DRINKS

Properties list:

end-user packaging
soft drinks
range of products
new product
can and tin
metals
ironic
contemporary
identity by typography
photo to evoke
identity by photo
identity by system of colour



International café chain Pret A Manger has re design its range of Pure Pret sparkling fresh juices using Pictoris™ high quality print technology from CROWN. The company, which specializes in freshly prepared, natural products, partnered with Crown to create a visually appealing beverage can that reflects its brand image and values. The new Pure Pret cans feature detailed typography and stunning images of Pret A Manger's iconic food-based characters, such as a goldfish cleverly formed by parts of an orange. The detailed graphics realistically emulate the textures of the fruits used in the juices to communicate flavors, which include Sparkling Orange, Apple, Elderflower & Grape, Ginger Beer and Yoga Bunny Detox. The characters on the new Pure Pret cans are displayed on a clear white background, which maintains visual synergy with other Pret A Manger products further strengthening its brand identity, while the clean design hints at the beverage's natural ingredients.

Reference: http://www.pret.com/menu/cold_drinks

Credits:

Country: United Kingdom

Year: 2010

User: Pret A Manger

Other images:

