

+MORE FRUIT JUICE



Properties list:

end-user packaging
range of products
concept
juices
gable top
bottle
well-being
classic
identity by illustration
identity by colour

More is a premium fruit juice which contains high percentage of real fruit extracts, therefore the name "More" was selected for the brand. The plus (+) icon on the package is used as a symbol to indicate the rich fruit ingredient of More. The plus changes color according to the flavor. White is used all over the package. White is also differentiating the package of More from the other fruit juices on the market shelves and putting it forward. The simplicity of the package is an advantage. Illustrations on the package are effective but not distorting the simplicity.

Reference: <http://www.behance.net/gallery/MORE-Logo-Digital-illustration-and-Packaging-Design/2872245>

Credits:

Year: 2012

Author: Kayhan Baspinar

Award: Best of Central
Asia, Packaging Design,
First Prize, 2012

Other images:

