

# HARUMPH!

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## Properties list:

beer  
alcohols and spirits  
additional structural elements  
bottle  
bag  
glass and ceramics  
fabrics  
contemporary  
unusual structural association  
identity by typography  
identity by colour  
concept  
range of products  
end-user packaging  
adults  
carrying system  
reusability

Harumph! is a package design and brand for a fictional beer company. Its target audience consists of young people who revel in the spirit of beer along with the attitude and charisma that pairs with it. The name is inspired from 19th century robber-barons who would proclaim "HARUMPH!" in the spirit of a good conversation to make a new friend.

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Reference: <http://www.ohbird.com/harumph.html>

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## Credits:

**Country:** USA

**Year:** 2010

**School:** San Jos  State University

**Designer:** Nick Gonzalez

Other images:

