

HARUMPH!



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.

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

Credits:

Country: USA

Year: 2010

School: San Jos  State University

Designer: Nick Gonzalez

Other images:

