

# LA REINA MAYA

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## Properties list:

single product  
end-user packaging  
update  
confectionery and sweetness  
bottle  
plastics  
identity by illustration  
identity by typography



The container used for the honey is still the same plastic bottle as before, but an elegant white label with crisp, beautiful graphics changes the overall image of the honey. The designers chose a simple typeface with delicate serifs that allude to an ancient, regal quality.

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Reference: [Arts Project Packaging Design N.109 April 2008](#)

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Credits:

Designer:

Ideas

Frescos

Other images: