

LA REINA MAYA

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.

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

Credits:

Designer:

Ideas

Frescos

Other images: