

CHIQUITA FUNNY STICKERS



Properties list:

end-user packaging
system of graphical components
range of products
update
fruit and vegetables
cardboard and paper
labels and sleeves
playful
ironic
contemporary
identity by illustration
identity by colour

Chiquita Banana recently got a rebranding and introduced their sticker characters. Staying true to themselves with that familiar blue and yellow color scheme, it was imperative that they build upon their brand equity rather than start from scratch. The client's goals were kind of like that dream brief you get handed that simply says: "Make bananas cool."

Reference: <http://chiquita.com/Our-Company/The-Chiquita-Story/The-Blue-Sticker.aspx>

Credits:

User: Chiquita

Other images:

