

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:

