

RUBY



Properties list:
single product
end-user packaging
new product
alcohols and spirits
bottle
metals
transgressive
smooth
opaque
unusual visual association
identity by illustration
identity by colour

Ruby Blood Orange Energy Drink, has been coined "the first ultra-premium luxury energy drink". It was launched by Maurice Kanbar (the founder of Skyy Vodka) and Chris Huddleston.

Designer Sarah Nelson Forss elaborates "The flavor of the drink is more subtle and interesting than competing products. Our client really wanted Ruby to appeal to the pop idol club-goers in particular, with the strategy that "where they lead, others will follow." Not only is the bottle dark and mysterious, it feels rather sensuous and soft in the hand as well. The entire identity is based on contrasts: light and dark, angel vs. dragon, glowing art on a black can. It's all a lot like blood oranges, which are so vivid on the outside but surprisingly dark inside. We just turned it inside out a little."

Reference: <http://www.rubyy.com/> , http://www.notcot.com/archives/2009/07/diet_rubyy_bloo.php ,
http://www.notcot.com/archives/2008/12/rubyy_blood_ora.php

Credits:

Country: USA

Agency: Werner Design Werks

Designer: Sarah Nelson Forss

Other images:

