



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.ruby.com/> , [http://www.notcot.com/archives/2009/07/diet\\_ruby\\_bloo.php](http://www.notcot.com/archives/2009/07/diet_ruby_bloo.php) ,  
[http://www.notcot.com/archives/2008/12/ruby\\_blood\\_ora.php](http://www.notcot.com/archives/2008/12/ruby_blood_ora.php)

---

**Credits:**

**Country:** USA

**Agency:** Werner Design Werks

**Designer:** Sarah Nelson Forss

Other images:

