

FUELOSOPHY



Properties list:
end-user packaging
update
range of products
flacon
mass-market
contemporary
plastics
labels and sleeves
identity by shape
smooth
juices

Fuelosophy "Rethink your energy source".

Fuelosophy offers a softer, more natural take on the energy proposition. Launched by Pepsi with the proposition "rethink your energy source", it is their first natural and healthy energy drink. Templin Brink created the Fuelosophy brand and packaging, with its handcrafted logo and simple layout, to be distinctively different from Pepsi's regular mainstream grocery brands and appeal to the natural foods shopper.

From Hatch Design site: "Pepsi brought us on board to help them venture into the natural-foods category with their first natural and healthy energy drink, Fuelosophy. We created the Fuelosophy brand and packaging, with its handcrafted logo and simple layout, to be distinctively different from Pepsi's regular mainstream grocery brands and appeal to the more premium natural-foods shopper."

Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007, http://www.hatchsf.com/](http://www.hatchsf.com/)

Credits:

Agency: Hatch Design

User: Pepsi

Design Studio: Hatch Design Firm: Fuelosophy

Other images:

