## **RDA ORGANIC**



## Properties list:

range of products update juices pouch plastics contemporary identity by typography end-user packaging identity by illustration

"RDA Organic is a brand that appeals to a wide audience, as it has mainstream organic appeal and allows an affordable entry point to a healthy, organic product. We wanted the packaging to reflect the transparency of the organic sector and the simplicity of the functional sector." Patrick and Karen O'Flaherty.

Reference: Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007

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