## **DOO SMOOTHIE**



## Properties list:

end-user packaging
range of products
concept
juices
opening and closure systems
gable top
pop
contemporary
polylaminated
identity by typography
identity by illustration
identity by system of colour

DOO is the name of a new French smoothie: its meaning comes from the French word "doux" ("sweet" in English). On each package the flavour (the complete series is made up by three flavours: kiwi, orange and watermelon) is identified by an illustration of a fruit and a coordinated colour.

Reference: http://www.bandt-design.com

Credits:

Country: France Year: 2009 Agency: B&T

## Other images:

