HARUMPH!



Harumph! is a package design and brand for a fictional beer company. It's target audience consists of young people who revel in the spirit of beer along with the attitude and charisma that pairs with it. The name is inspired from 19th century robber-barons who would proclaim "HARUMPH!" in the spirit of a good conversation to make a new friend.

Properties list:

beer alcohols and spirits bottle bag glass and ceramics fabrics contemporary unusual structural association identity by typography identity by colour concept range of products end-user packaging adults carrying system reusability

Reference: http://www.ohbird.com/harumph.html

Credits:

Country: USA Year: 2010

School: San JosÃ" State University

Designer: Nick Gonzalez

Other images:



