YOSHI-GO

Properties list:

coffee, tea and infusions
end-user packaging
range of products
new product
bottle
other shapes
plastics
opaque
identity by shape
identity by typography
identity by colour
identity by system of colour
identity by illustration

?Yoshi-Go, a new range of green teas released in Asia and Europe. The product is a tr aditional japanese RTD green tea infused with anti-oxidant ingredients, to bring the two trends of Europe and Asia together.

The square bottles comes in a sophisticated black sleeve, with highlighted colours, Yellow (original flavour with a dash of lime), Blue (Detox, with blueberries and pomegranate), and Pink (with ginger and ginseng). A gift pack of three is a limited item across Europe.

The brand identity is developed by Love for art and Business, LA+B, Stockholm Sweden. (AD Sarah Sheppard, PM Frida Berggren, D Magdalena Adaktusson, CD Jonas Lundin) (who also packaged myysmoothie, recently pictured in UK?s Wallpaper magazine)?

Reference: http://lovelypackage.com/yoshi-go/, http://www.loveartbusiness.se/LOVE_ART_BUSINESS/ABOUT.html

Credits:

Agency: LA+B Love for Art & Business

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