# FIREFLY

Properties list:

end-user packaging
range of products
new product
juices
labels and sleeves
bottle
plastics
contemporary
unusual visual association
smooth
photo to evoke
identity by photo
identity by system of colour

The use of big photos gives an idea of a familiar product, really made with natural ingredients. Each juice is a functional one and the bright colors used for the background underlines the specific function and taste of each one.
The designers added just enough fruit juices to make them taste good, and designed a bottle that looked the part. (Quite tricky - theya used a glass bottle, in a coloured "sleeve" to protect the herbs - that's how they ended up with those bright colours...)

Reference: http://www.fireflytonics.com/

Credits:

**Country:** uk
**Year:** 2003

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