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
additional structural elements
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

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/2142

Other images:





This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/2142