DELUXE HONEYDROP



Properties list:

recycled materials
end-user packaging
range of products
new product
soft drinks
bottle
plastics
transparent
illustrated character
identity by typography
identity by system of colour

From Pearlfisher website:

"**Task**: To create a buzz with a brand new identity for a 100% organic flavored water i nfused with organic honey and premium juices.

Scope: Brand identity, graphics, copy and website concept."

Reference: http://www.pearlfisher.com/portfolio/honeydrop.htm

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Credits:

Country: USA
Agency: Pearlfisher

Designer: Lisa Simpson

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