



Locatellipepato

The vivid and natural colors of fruit and vegetables become the main character of juices and extracts Invero.

The shades of yellow, orange, red and purple are highlighted and enhanced through the contrast between the transparency of the bottle and the white printed label. Each taste is distinguishable in its uniqueness through a graphic icon that visually summarizes the ingredients that compose it.

Conveyed in transparency, the symbol of taste colors itself with the natural tints of the ingredients it represents, chromatically characterizing the totally white label.

Designer : Locatellipepato

Location : Padova, Italy

Project : Invero – juice and pulpe