LEMONADE PACKAGE

Product Type

Branding, Package Design

Concept

Freelance project discussed with the company, Bill's Lemonade. The client requested a pouch package to hold their sugar blend for customers to purchase at the store and to prepare at home.

The client indicated that the tone of voice of the package would be fun and playful. It was also crucial to include a set of directions that were simple enough for people of all ages to follow.