

1/6 **Alpine Summer**

Visual Solution



2/6 **Alpine Summer**

What does your design show?

We live in the age of technology and emails, but where are the fun and joy to send or receive a postcard? Where is the pleasure of seeing your loved ones handwriting? So, why not reuse the packaging as a postcard. At the same time, this can be a good advertisement because of the Ricola's logo on postcard. The design suggests freshness and coolness in a hot summer day, exactly the same feelings that Ricola drops give you.

3/6 **Alpine Summer**

Which category (Switzerland, Summer, Herbs, Freshness) is your design focused on?

Summer

4/6 **Alpine Summer**

What is the unique idea about your design?

To reuse the packaging and send a beautiful thought to the loved ones.

Ricola Limited Edition 2015

The Ricola logo is written in a stylized, cursive green font.

5/6 **Alpine Summer**

Is there a special story behind your design?

The memories of a summer holiday in the Alps.

6/6 **Alpine Summer**

Creative's profile



soniadabija PRO
Architect

Creative's top 5 skills

Architecture, Illustration