Matthew Mills creates duck-inspired Heartsease Farm soft drink packaging
Emily Gosling

Heartsease Farm logo designs

The consultancy has worked with Radnor Hills, which provides own brand products for multiple retailers, for the past 18 months and began work on the Heartsease project in November last year.

The duck-inspired Heartsease Farm bottles

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Matthew Mills, Matthew Mills Graphic Design founder, says, 'They were looking for a refresh of the packaging for the range now that it's being expanded into glass as well as plastic.'

Heartsease Farm glass bottle range

He adds, 'William Watkins, who owns Radnor Hills, wanted to show the farming background [of the company] – he wanted to get some of the history and heritage back, but with something that looked modern and appealing.'

Heartsease Farm duck graphic bottle tops

The designs uses a duck graphic and an image of a traditional farm gate, with the colour palette created to reflect the flavour variants, which include English Elderflower Pressé, Traditional Lemonade, St. Clements Pressé, and British Blackcurrant Crush.

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Mills says, 'It's looking to create an old farmyard style scene so it shows the heritage. I think [brands] are all trying to go back to things past, but I think this is the type of brand that will hold.'

Heartsease Farm label

Fonte: Design Week. Disponível em: < http://www.designweek.co.uk/news/matthew-mills-creates-duck-inspired-heartsease-farm-soft-drink-packaging/3036086.article>. Acesso em: 28 Feb. 2013.

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