

# DIELINE

## HOW BUZZSTOPPER REPELLENT PERFECTLY BALANCES CUTE ILLUSTRATIONS AND LIVELY FONTS



Putting on a layer of BuzzStopper is like having skin as thick as a rhino, protecting you from mosquito and other insect bites. Designed by Jay Liu, the packaging is eye-catching enough for children but still something adults would feel comfortable purchasing for themselves, too. Liu explained a bit more about how the idea for the project began, choosing the various fonts, creating different sizes of the finished product, and more.

BuzzStopper was conceptualised in the midst of Singapore's Zika outbreak last summer, and the original brief required a simple packaging that would appeal to both kids and young adults and parents. As there was a request to produce 2 bottle sizes, the toughest part of the project was to find a visual linkage between their designs. Having both of them with a same adapted look might result in them appearing graphically bland.

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FULL ARTICLE – [www.thedieline.com/how-buzzstopper-repellent-perfectly-balances-cute-illustrations-and-lively-fonts](http://www.thedieline.com/how-buzzstopper-repellent-perfectly-balances-cute-illustrations-and-lively-fonts)

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