



SNEAKY FOX
SPIRITS

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AWARD-WINNING BRAND DESIGN FOR NEW VODKA

When a professional soccer star created his own brand of vodka, he came to Blu Sky Creative to design a stand-out logo and label for his new brand Sneaky Fox (his childhood nickname). Being such a personal endeavor, we wanted the brand to capture his personality. Our team delved into the past with him – his youth, his soccer career and his goals for the vodka. Blu Sky designed an iconic, sophisticated and bold Sneaky Fox logo that jumps off the bottle. We incorporated his soccer jersey number 18. The label design was recognized by Graphic Design USA with an American Graphic Design award for the unique label.

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