



Properties list:

- new product
- confectionery and sweetness
- folding carton
- cardboard and paper
- opaque
- contemporary
- identity by typography
- identity by photo
- end-user packaging
- range of products
- identity by colour
- identity by abstract shapes

From Pentagram website: "There are few products more ubiquitous in the world than the packets of sweeteners found on kitchen countertops and in coffee bars everywhere. Now Pentagram has designed its first project in this category: Paula Scher and Daniel Weil have designed the brand identity and packaging for [Truvia?](#), the new natural, no-calorie sweetener that is being launched by [Cargill](#). Naturally derived from the stevia plant, Truvia? natural sweetener represents a genuine innovation in its category, and the brand has been designed to stand apart from its competition."

Reference: <http://pentagram.com/en/new/2008/12/new-work-truvia.php>

Credits:

Country: UK

Agency: Pentagram

Other images:

