

ICA - I LOVE ECO



Packaging design for food; very interesting redesign of the brand image and nice use of illustrations to make the pack look more playful.

Properties list:

- packaging as a new medium
- end-user packaging
- new product
- extra-use of packaging
- range of products
- sachet
- jar and pot
- bottle
- glass and ceramics
- contemporary
- identity by typography
- photo to describe
- identity by photo
- identity by system of colour

Reference: <http://pearlyjo.com/2012/11/15/ica-i-love-eco/>

Credits:

Country: Sweden

Agency: Identity Works

Designer: Johanna Karlsson

Awards: Bronze Pentaward
2008

Other images:

