

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:

