



Properties list:

- range of products
- new product
- confectionery and sweetness
- tube
- plastics
- playful
- ironic
- unusual structural association
- transparent
- identity by shape
- identity by typography
- identity by illustration
- end-user packaging
- teens

Uncommon cereal packaging designed by Jeff Krichmar.

Reference: <http://www.krichmar.com/index.php?/root/lift/>

Credits:

Country: USA

Designer: Jeff
Krichmar

Other images: