

# THE SPICE OUTFIT

---



## Properties list:

identity by photo  
photo to evoke  
new product  
single product  
sauces and seasonings  
labels and sleeves  
box  
metals  
historical, traditional  
unusual structural association  
unusual visual association  
transparent  
end-user packaging  
identity by shape  
identity by typography

From MondoVox website: "

CCC Brands is a specialty foods product manufacturer in Chicago providing diverse products for both wholesale and retail.

CCC was coming out with a new line of retail spice blends and meat rubs for the gift and specialties market. The line followed a theme of gangster activity in Chicago in the '20s and '30s.

CCC asked MondoVox to develop a branded approach for the product line which would be called 'The Spice Outfit.' Working closely with CCC Brands, MondoVox created a look and feel that's historical in look with tongue-in-cheek mafia references to appeal to the target demographic of mob aficionados.

The product comes in reusable gift tins with clear windows showing the product, making store merchandising colorful and tantalizing. The labels and inserts provide both product information and insider jokes appropriate to the audience.

"

---

Reference: [http://www.mondovox.com/portfolio/spiceoutfit/spiceoutfit\\_pd.html](http://www.mondovox.com/portfolio/spiceoutfit/spiceoutfit_pd.html)

---

## Credits:

**Country:** Illinois, Chicago

**Agency:** MondoVox

Other images: