

TYRELLS CHIPS



Properties list:

- end-user packaging
- range of products
- new product
- confectionery and sweetness
- pouch
- plastics
- contemporary
- photo to evoke
- identity by photo
- identity by illustration

From Popsop.com: "Tyrrells chips UK are wonderful snacks into very good packs. The package design underlines the value of the product itself, adding some ironical images (in the basic line), some illustrations similar to the ones shown in botanical catalogues (in the natural line).

The use of typography is calculated and used to enhance a feeling of preciousness underlined also by the selection of images."

Reference: <http://www.tyrrellspotatochips.co.uk/> , <http://popsop.com/2053>

Credits:

Country: UK

Other images:

