

BELAZU



Properties list:
range of products
new product
tray
can and tin
bottle
metals
glass and ceramics
contemporary
identity by illustration
end-user packaging

The Belazu range communicates handpicked, handselected care through a symbol of a hand appearing from the earth as an olive tree icon. The colors evoke the feeling of the Mediterranean without overclaiming its provenance.

Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

Credits:

Country: United Kingdom

Agency: Turner Duchworth

Designer: David Turner, Bruce Duckworth, Sam Lachlan

Other images:

