



Properties list:

- folding carton
- cardboard and paper
- contemporary
- unusual visual association
- opaque
- identity by colour
- identity by textures and patterns
- identity by abstract shapes
- cosmetics, beauty and toiletries
- new product
- range of products
- end-user packaging

The packaging for the Uruku line of products from Aveda was done as an attempt to stay true to the identity of the Yawanawa tribe. The graphics on the packaging are derived directly from traditional face painting still practised by the tribe. The pigment used in the make-up was used in the actual printing of the 100% post consumer paper board boxes. This introduced a naturally derived pigment into the printing process, and though it caused a few initial nightmares, production was successful. A unique challenge for the printer, and an encouraging way to buy more raw product from the tribe.

Reference: <http://www.envelopellc.com/projects/aveda.html>

Credits:

Agency: Envelope LLC

User: Aveda

Other images: