

# MOOKS

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## Properties list:

event packaging  
plastics  
labels and sleeves  
clothes and accessories  
unusual structural association  
contemporary  
ironic  
packaging as a new medium  
end-user packaging  
new product  
extra-use of packaging  
single product  
tray  
transparent  
identity by shape  
identity by typography  
identity by illustration

"This was a design that was created for the purpose of a collaboration of Mooks and WWF to raise money for local zoo's. The Packaging and design were created to complement each other. The meat tray was chosen to represent the obvious meat styled text as were the labels and other stickers around the package."

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Reference: <http://www.saladdesign.net/>, <http://lovelypackage.com/mooks/>

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## Credits:

**Country:** Texas, USA

**Agency:** Salad Design

Other images:

