

MOOKS



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."

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

Credits:

Country: Texas, USA

Agency: Salad Design

Other images:

