

ALTON BROWN



Properties list:
recycled materials
tactile packaging
information about content
information accessibility
design for all
end-user packaging
range of products
new product
sauces and seasonings
tube
pouch
cardboard and paper
minimal
contemporary
opaque
debossed, embossed
identity by typography

This is a spice range specially for blind and visually impaired people. The range also includes olive oil and balsamic vinegar. Together with these liquids a special spoon is provided. The sustainable tubes are made of PLA, the refilled bags are from recycled paper. The text is placed on the same places on all the products packs in Braille. Only text is the graphic element which is shown on all products.
Font used: Helvetica, Braille

Reference: <http://abduzeedo.com/amazing-package-designs> , <http://popsop.com/5025>

Credits:

Country: Sweden

Year: 2008

Designer: Hampus Jagelande

Other images:

