ASKUL PAPER PACKAGING

One of the creative projects for Askul is about paper packaging. Label takes the entire surface of packaging.
Text is repeated in 4 different colours: CYAN, MAGENTA, YELLOW and BLACK (CMYK print system) on the cover, to explain the printing chromatic possibilities of paper. More, when there is a single pack or when there are many reams stacked, the main information remain clearly visible on all sides. The cover can be printed on sheets of highly trained and cut without any great problems with waste reduction and while maintaining its communicative function, thanks to the special modular graphics system.
Font used: HELVETICA

Reference: http://www.stockholmdesignlab.se/#/1111/library/clients/askul/askul/

Credits:

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Other images: