

CRIPS



Properties list:

retail packaging
end-user packaging
range of products
new product
snacks
pouch
plastics
ironic
transgressive
identity by system of colour
identity by textures and patterns

CRIPS is a brand of baked chips (not fried). Their packs are immediately recognizable: the collage of human and animal pictures creates humorous scenes, while the overall mood seems to hold its routes in the 50's world with the use of colorful banners and handwriting fonts.

Reference: <http://www.cripsnacks.com>

Credits:

Country: United Kingdom

Year: 2008

User: Marbran

Other images:

