

# CRIPS

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## 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.

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

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## Credits:

**Country:** United Kingdom

**Year:** 2008

**User:** Marbran

Other images:

