

WILLYS TORTILLA CHIPS



Properties list:
end-user packaging
range of products
new product
snacks
flow-pack
plastics
ironic
contemporary
metallescent
photo to describe
identity by system of colour

The packaging for these chips uses a vector background with black cactus silhouettes against a coloured valley. On top of that there's a simple photograph of the tortillas, making this product immediately recognizable.

Reference: <http://www.carolineigel.se/post/Tortilla-crisps.aspx>

Credits:

Country: Sweden

Year: 2009

Agency: BAS Brand Identity

User: AxFood

Designer: Caroline Igel

Other images:

