

GARANT FOLKLORE SAUSAGES



Properties list:
end-user packaging
range of products
new product
fish and meat
pouch
plastics
contemporary
identity by colour
identity by textures and patterns

The top section of these packages designed by Caroline Igel is decorated with an unusual floral texture. The name and basic info are in a wide red banner, while ingredients and all other info are printed small in the lower area.

Reference: <http://www.carolineigel.se/post/Garant-folklore-sausage.aspx> , <http://www.tyckomgarant.se/Produkter/Chark/>

Credits:

Country: Sweden

Year: 2009

Agency: BAS Brand Identity

User: AxFood

Designer: Caroline Igel

Other images: