

GARANT CHIPS



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

New packaging for all new products, Garant chips made with sunflower oil ? not palm oil. These packs are characterized by the use of strong colour gradients used both in the background and in the typography. The chips seem to float in mid air, while a sunflower in the upper right corner informs the user on what type of oil has been used.

Reference: <http://www.carolineigel.se/post/Garant-crisps.aspx> , <http://www.tyckomgarant.se/Produkter/Snacks/>

Credits:

Country: Sweden

Year: 2009

Agency: BAS Brand Identity

User: AxFood

Designer: Caroline Igel

Other images: