

IDEAPAIN KIT



Properties list:

- information about use
- information about content
- information accessibility
- end-user packaging
- range of products
- other non-food products
- new product
- other shapes
- folding carton
- can and tin
- metals
- cardboard and paper
- ironic
- contemporary
- identity by system of colour
- identity by colour
- identity by typography

Idea Paint can be used on any surface so that it turns into one big dry erase white board. Each "Idea Paint Kit" contains tips for its use, 25 or 50 square foot of Idea Paint, a foam roller, instructions, a can opener, a stick and an "available for use" sign. Over each package, big graphic elements emphasize the product's simplicity: for example, it is easy to understand the instruction of mixing "this" into "that" with the "stick". Each kit is identified with a specific colour, depending on the chosen tint (white, gray, sand, beige, orange, green).

Reference: <http://jonesingfor.com>

Credits:

Country: United States of America

Year: 2009

Agency: Jones

User: IdeaPaint

Other images:

