

WONDERPLAY SUGAR FREE CANDY



Properties list:

- concept
- confectionery and sweetness
- folding carton
- cardboard and paper
- contemporary
- die cut
- identity by shape
- identity by system of colour
- identity by textures and patterns
- range of products
- end-user packaging
- kids

From Ashley Lewis' website: "When my grandpa was diagnosed with cancer and diabetes our trips to the candy store changed a little bit and I couldn't help but feel the sugar free candy he had to buy was marketed as second best. Wonderplay strives to create a healthier candy without pointing that out, so if it became kids' favorite from the beginning, we might all grow up a bit healthier. This standards manual was inspired by children's books."

Reference: <http://ashleymlewis.com>

Credits:

Country: United States of America

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School: Chicago Portfolio School

Student: Ashley Lewis

Other images:

