

# COCO CHOCOLATE

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## Properties list:

- end-user packaging
- new product
- confectionery and sweetness
- chocolate
- folding carton
- cardboard and paper
- contemporary
- typographical texture
- range of products
- identity by system of colour

This was a branding, packaging and editorial project for a guilt free dark chocolate company. The use of words with double meanings shows the hidden healthy message of dark chocolate.

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Reference: <http://www.ruth-pearson.com>

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## Credits:

**Country:** United Kingdom

**Designer:** Ruth Pearson

Other images:

