

# 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:

