

# THOMAS HAAS CHOCOLATE

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This "cocoa percentage series" was created with the focus on cocoa, origin and purity. The percentage of real cocoa in each bar is printed in bold numbers on the packaging.

## Properties list:

- information about content
- information accessibility
- end-user packaging
- range of products
- new product
- confectionery and sweetness
- chocolate
- cardboard and paper
- plastics
- folding carton
- contemporary
- identity by typography
- debossed, embossed
- identity by colour
- identity by textures and patterns

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Reference: <http://www.thomashaas.com>

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## Credits:

**Country:** Canada

**Year:** 2006

**Agency:** Bricault

Design

Other images:

