

THOMAS HAAS CHOCOLATE



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

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

Credits:

Country: Canada

Year: 2006

Agency: Bricault

Design

Other images:

