

CARDBURY GOURMET CHOCOLATE



Properties list:

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

Shown is a selection of three gourmet chocolate packaging solutions for world leader in chocolate Cadbury. The brief was to create a range of packs that would be exclusive, attractive and above all stand out from the shelves as being a 'luxurious' product.

Reference: <http://cargocollective.com/danielsans>

Credits:

Country: Australia

Designer: Daniel Elliot

Other images:

