

ALTERNATIVA 3



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

Alternativa 3 is an organization working for Fair Trade since 1992, has come up with outstanding new packaging for their Fair Trade coffees range, within the process of the corporate identity change. The new identity captures the quality of the products and the clarity of Alternativa 3 philosophy as a Fair Trade organization.

Reference: <http://www.behance.net/NestorUrdanpilleta>

Credits:

Country: Spain

Year: 2009

Designer: Nestor Urdanpilleta

Other images:

