URBAN FRUIT



Properties list:

end-user packaging
range of products
new product
snacks
flow-pack
cardboard and paper
contemporary
identity by illustration
identity by system of colour

The UK-based dried fruit snacks maker Urban Fruit redesigned its packaging. The brand?s fl exible pouches now feature a ?fruit-centric? look . Colored gussets call out each variety and brin g a splash of color to the design?a technique that maintains a simple front panel to en courage shelf standout.

The more important part of the packaging is obviously the presence of the bowler hat on each fruit. This hat symbolises all the idea of urban and assures the consumer that he will be able to eat those fruit with all the city?s stylishness. But even if there is the presence of an elegant piece of clothing, the hand made-country-side look?s like typography put the consummer in front of an affordable food.

Reference: http://bandb-studio.co.uk/work_urbanfruit.htm

Credits:

Country: United Kingdom

Year: 2010

Agency: B&B Studio

Other images:

