

COULEUR LOCALE



Properties list:

- end-user packaging
- range of products
- new product
- other food
- additional structural elements
- folding carton
- cardboard and paper
- natural
- eco-friendly
- identity by illustration
- identity by system of colour

Range of products using local materials and production methods belonging to the local culture. The output is a modern interpretation of the territorial values combined with educational purposes. Packaging reflects the simplicity and quality of the territory through the use of natural materials, as well as explicit and honest graphic choices.

Reference: [L. Badalucco, Il buon packaging, Edizioni Dativo, Milano, 2011](#)

Credits:

Country: Germany

Year: 2000

Agency: Droog design

Other images:

