## **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:



