

# DELIGHTS OF SWEDEN

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**Properties list:**  
end-user packaging  
range of products  
new product  
bakery and bread  
folding carton  
cardboard and paper  
identity by system of colour  
identity by typography  
unusual visual association

Instead of making a coherent brand name for the different flavours A-B-D therefore made the flavour the most prominent part of the packaging. Brand recognition thereby is based not on the company name but by the bold numbers on the front of the packaging, which automatically puts the flavour at the core of the brand. This need to stand out is also evident in the colours that create a rainbow on the shelves.

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**Reference:** <http://lovelypackage.com/delights-of-sweden/>

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**Credits:**

**Country:** Sweden

**Year:** 2010

**Agency:** A-B-D

Other images:

