

# DELIGHTS OF SWEDEN

---



## 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.

---

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

---

## Credits:

**Country:** Sweden

**Year:** 2010

**Agency:** A-B-D

Other images:

