



Properties list:

- information about use
- information about content
- information accessibility
- end-user packaging
- system of graphical components
- range of products
- concept
- flowergrowing and gardening
- labels and sleeves
- folding carton
- buckets
- box
- bottle
- plastics
- cardboard and paper
- minimal
- unusual visual association
- identity by pictograms

"Nevet" (Hebrew for "sprout") is a made-up-company who manufactures D.I.Y home growing hydroponic kits.

The main idea is grow your own edible plants at times of war, when you must stay in a shelter/underground.

The kit is a complete set, including products of six main categories: water, seeds, fertilizer, soil, lighting and informative; each product is marked with an icon and information for easy orientation during the growing process.

Reference:

Credits:

Country: Israel

Year: 2012

School: Shenkar College for Design in Israel

Course: Branding Class

Professor: Ernesto Bijovsky

Student: Or Smarli

Other images:

