NEVET



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 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 s helter/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:





















