

VIGILANT EATS



Properties list:

- information about content
- packaging as a new medium
- information accessibility
- end-user packaging
- range of products
- extra-use of packaging
- new product
- soups and ready-meals
- buckets
- contemporary
- identity by colour
- ready to use

The brand/package design is simple, clean and powerful relating to the healthy, pure ingredients and cause oriented stance of the company. The design was inspired by military ready-to-eat foods, since this is an on-the-go product with enclosed spoon.

Reference: <http://www.vigilant-eats.com>

Credits:

Country: UK

Designer: D. Siegel, W. Copper

Other images:

