

LAPP&FAO CHOCOLATE BOOKS



Properties list:

- range of products
- new product
- confectionery and sweetness
- chocolate
- folding carton
- cardboard and paper
- contemporary
- unusual visual association
- unusual structural association
- identity by typography
- identity by system of colour
- end-user packaging

These records are now available in the form of the Lapp&Fao Chocolate Books. This process is visualised strikingly by the new look of the chocolate packaging. Each bar is designed to look like a diary and contains the essence of Lapp&Fao's travels - each bar is a delicious souvenir.

Reference: <http://www.lappandfao.com/>

Credits:

Country: Germany

Other images:

