

# ASKINOSIE CHOCOLATE

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## Properties list:

packaging as a new medium  
information about content  
information accessibility  
end-user packaging  
range of products  
extra-use of packaging  
new product  
chocolate  
labels and sleeves  
tube  
sachet  
folding carton  
box  
bag  
cardboard and paper  
historical, traditional  
hand-made  
identity by typography  
identity by illustration  
identity by colour

Elementeleven: "The overwhelming burden of being a high-profile defense attorney drove Shawn Askinosie to drop his legal bar and pick up chocolate bars. Without a doubt, one of the most recognized single-origin, bean-to-bar chocolate companies in the country, if not the world. From the beginning, we assisted Shawn with developing his socially-responsible brand, award winning & internationally recognized package designs and extensive commerce website. We love Askinosie and everything he does."

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

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## Credits:

**Country:** USA

**Agency:** Element Eleven

**Designer:** K. Sacci in collaboration with Element Eleven

Other images:

