

QUICK FRUIT JELLY



Properties list:

concept
confectionery and sweetness
cup
plastics
contemporary
natural
transparent
identity by typography
photo to describe
identity by photo
identity by system of colour
range of products
end-user packaging
ready to use

The shape of the package, along with the picture on top, wants to remind of the whole fruit sliced in a half.

Reference: <http://www.behance.net/gallery/Quick-Fruit-packaging-concept/216596>

Credits:

Country: South Africa

Designer: Marcel Buerkle

Other images:

