

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:

