

THELMA'S TREATS



Properties list:

- new product
- bakery and bread
- box
- cardboard and paper
- hand-made
- classic
- unusual visual association
- unusual structural association
- identity by shape
- identity by typography
- identity by illustration
- single product
- end-user packaging
- product accessibility

This packaging is made for the delivery of warm cookies. The shape and the illustration of the box recall an old oven; also the cookies, to be extracted, need to be taken out like they would from a real oven. The main distinctive features of the package are the unusual structure and the use of this kind of illustration.

Reference: <http://www.thelmastreats.com/order.aspx>

Credits:

Country: USA

Other images:

