

HASHI



Properties list:

- new product
- end-user packaging
- range of products
- saucers and seasonings
- cup
- cheer-pack
- plastics
- metals
- pop
- ironic
- contemporary
- identity by typography
- identity by system of colour
- identity by textures and patterns

From Hattomonkey website: - There is a huge selection of "Hashi" hot sauces: a very hot "Halapenio", extremely hot "Habanero", unbearable hot sauce "Cayenne pepper", as well as wasabi and mustard. That special look #@\$#! was created just as soon as we tried this hot sauce at the studio.

Hattomonkey informal packaging design is hot and excited. This is not just a simple sauce on a store shelf, it shouts the same language you do "#@\$#!".

Reference: <http://hattomonkey.ru/HASHI>

Credits:

Country: Russia

Agency: Hattomonkey

Other images:

