

# WHAT ON EARTH

---



## Properties list:

- range of products
- new product
- bakery and bread
- folding carton
- cardboard and paper
- contemporary
- identity by illustration
- identity by system of colour
- end-user packaging

We designed a new packaging concept for the organic food producer "What on Earth". The new packaging uses linocut illustrations that can be arranged in different ways. It was important not to use computer generated but hand made images that relates to the hand-made and organic aspect of their products. The cake boxes are the first new design in a range; other products packaged in boxes, tins and wrappers will follow later.

---

Reference: <http://www.whatonearth.co.uk/food/>

---

## Credits:

**Country:** UK

**Agency:** Mind Design

Other images:

