

COUREUR DE BOIS



Properties list:

- metals
- cardboard and paper
- contemporary
- identity by shape
- identity by typography
- identity by system of colour
- identity by colour
- identity by textures and patterns
- tetra-pack
- additional structural elements
- labels and sleeves
- fruit and vegetables
- concept
- range of products
- end-user packaging

Sylvain Allard: "Here is a nice packaging for fruits and nuts in three formats for the wood walker, the small wood walker and even the women runner. The recycled paper packaging has no printing and is equipped with a detachable single label and a hanger for hooking usefully to small, medium and large walkers of the world".

Reference: <http://cargocollective.com/marieved/Coureur-des-bois>

Credits:

Country: Canada

Year: 2010

Student: Mariève Dorman

Other images:

