

## 360° view



### Properties list:

- information about use
- information about content
- instruction through pictograms
- opaque
- cardboard and paper
- information accessibility
- design for all
- pharmaceuticals
- end-user packaging
- system of graphical components
- single product
- new product
- identity by system of colour
- box

Vario, the multi-disciplinary design consultancy, has created new prescriptions medicine packaging for Teva UK Limited (generics pharmaceutical manufacturer): 'Teva 360', in recognition of viewing generics packaging from every angle. The innovative, bold, modern design is a first for the industry, using different coloured roundeles and clear typography effectively to distinguish product and strength for professionals and patients alike, and make it easier for patients on multidrug therapies to differentiate more easily between their medicines. The new scheme now accomodates space to enable Braille to be printed on the packaging.

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Reference: [ItaliaImballaggio N.7-8 July-August 2006](#)

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### Credits:

**Country:** UK

**Agency:** Vario

Other images:

360° view



360° view



360° view



360° view

