

GROWERS WINGS



Properties list:

- end-user packaging
- range of products
- update
- confectionery and sweetness
- jar and pot
- folding carton
- glass and ceramics
- cardboard and paper
- identity by illustration
- identity by system of colour

Design by Anna Chang, a recent graduate of The University of South Australia. From [her website](#): "Growers Wings is a rebrand of Waikerie Growers, a gourmet dried-fruit company who are looking to expand into interstate markets. A new name was required as those outside of South Australia often don't know where Waikerie is nor how to pronounce it. Through research into the history of the town of Waikerie, it was discovered that 'Waikerie' is the local Indigenous word for 'many wings' and the name 'Growers Wings' was born."

Reference: <http://www.annachang.com.au/>

Credits:

Country: Australia

School: University of South Australia (Adelaide, Australia)

Student: Anna Chang

Note: Completed as part of a Work Integrated Learning project with KSD

Other images:

