

KETTLE VEGETABLE CHIPS



Properties list:

- end-user packaging
- single product
- new product
- snacks
- confectionery and sweetness
- pouch
- flow-pack
- plastics
- contemporary
- smooth
- identity by illustration
- identity by colour

For Kettle Chips' vegetable range Multinational branding consultancy Blue Marlin has created a new look and fee.

Reference: <http://www.kettlefoods.com/> , <http://www.countryliving.com/cooking/regional-foods-and-events/chip-brands-0709> , <http://www.blumarlinbd.com/>

Credits:

Agency: Blue Marlin

Designer: Martin Grimer

Brand Manager: Sam
Garnham

Other images: