

# PANETTONE BY PURPOSE

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## Properties list:

new product  
confectionery and sweetness  
folding carton  
cardboard and paper  
minimal  
contemporary  
identity by system of colour  
identity by colour  
end-user packaging  
range of products  
smooth

From Purposewebsite: "For their first Christmas, newly established printers Greenford Printing wanted a memorable way to promote their business and at the same time wish their valued clients a 'Merry Christmas and Happy New Year'. By building on the familiar language of colour specification, Pantone swatches initiated the main theme for our concept. "Panettone" created a colourful twist on the traditional Italian Christmas cake. The Panettone boxes arrive as a set of 5, featuring special dates from Christmas Eve to New Years Day, each one representing a different pantone colour. A big hit in the 2007 McNaughton Review, the design was Joint Winner in the Direct/Promotional category and Highly Commended in Packaging."

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Reference: <http://www.purpose.co.uk/main.html>

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## Credits:

**Country:** UK

**Year:** 2007

**Agency:** Purpose

Other images:

