

PANETTONE BY PURPOSE



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."

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

Credits:

Country: UK

Year: 2007

Agency: Purpose

Other images:

