

# Mc CRAW'S CONFECTIONS

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## Properties list:

- end-user packaging
- identity by colour
- single product
- confectionery and sweetness
- new product
- wrapper
- folding carton
- plastics
- cardboard and paper
- contemporary
- unusual visual association
- opaque
- transparent
- identity by typography
- identity by packing process
- identity by illustration

From [Craig Skinner](#) website: "With a need to update their brand while not alienating their small town Texas roots, we looked for a simple, playful approach to re-imagining the brand. "

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Reference: <http://www.behance.net/Gallery/McCraws-Confections/44624>

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**Credits:**

**Country:** Texas, USA

**Designer:** Craig Skinner

Other images:

