

KASHI LEAN



Properties list:

new product
confectionery and sweetness
box
cardboard and paper
opaque
identity by shape
end-user packaging
single product
identity by textures and patterns

Cereal Packaging designed by Patrick McKeever. The project included structural design, developing a brand identity, pattern design and the creation of an original display typeface.

Reference: http://www.aigadesignjobs.org/public/individual_file.asp?portfolio_id=493375&individual_id=155369

Credits:

Designer:

Patrick
McKeever
(recent
graduate
from
Drexel
University)

Awards:

UCDA
Excellence
Award
Creativity
37
Annual

Other images: