

# KASHI LEAN

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## 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.

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Reference: [http://www.aigadesignjobs.org/public/individual\\_file.asp?portfolio\\_id=493375&individual\\_id=155369](http://www.aigadesignjobs.org/public/individual_file.asp?portfolio_id=493375&individual_id=155369)

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## Credits:

### Designer:

Patrick  
McKeever  
(recent  
graduate  
from  
Drexel  
University)

### Awards:

UCDA  
Excellence  
Award  
Creativity  
37  
Annual

Other images: