

HEAL'S IDENTITY



Properties list:

- end-user packaging
- range of products
- new product
- shopping bag
- pouch
- sachet
- folding carton
- box
- plastics
- cardboard and paper
- ironic
- contemporary
- opaque
- identity by shape
- identity by typography

Reference: [Kozak Gisela, Wiedermann Julius, Package Design Now!, Köln, 2008](#)

Credits:

Country: UK

Year: 2004

Agency: Lippa Pearce

Designer: Domenic Lippa, Paul Skerm

Other images:

