

NATURAL HISTORY MUSEUM SANDWICH



Properties list:

- end-user packaging
- range of products
- snacks
- confectionery and sweetness
- transparent
- labels and sleeves
- blister-pack
- plastics
- illustrated character
- identity by illustration
- unusual visual association
- new product
- identity by system of colour
- kids

Natural history museum entertaining and educational sandwich packagings: Brenda Lardner and Nick Bernard know a thing or two about keeping kids entertained. As joint directors of Easy Tiger Creative, they work with the Natural History Museum to create exciting exhibitions for families and children. Following a major rebrand, the museum approached them to bring some of the experience of the exhibits into the catering zones. Their witty solution assigns each sandwich variety an animal and uses terms like "herbivore" in place of the usual "vegetarian". The fun facts keep kids entertained before they dive back into the stimulating museum environment.

Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

Credits:

Agency: Easy Tiger Creative

Designer: Brenda Lander, Nick Bernard

Other images:

