

WALLY'S FOOD COMPANY



Properties list:

- end-user packaging
- new product
- fruit and vegetables
- labels and sleeves
- plastics
- cardboard and paper
- transparent
- identity by shape
- identity by typography
- identity by system of colour
- pouch
- range of products
- disposable packaging
- ready to use
- unit dose packaging

Philippe Becker design created a sophisticated brand identity with an appetizing colour palette to delineate each of the four main categories: soups and starters, entrees, sides and desserts. With the food hand-packaged in clear, stand-up pouches, a double-sided label was developed to attach at the top. One master label works for every item in a category through the use of add-on laser-printed stickers.

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

Credits:

Designer:

Philippe
Becker
Design

Other images:

