

PROJECT 7



Properties list:

- end-user packaging
- packaging as a new medium
- range of products
- extra-use of packaging
- new product
- water
- folding carton
- bottle
- blister-pack
- contemporary
- cardboard and paper
- plastics
- identity by typography
- identity by illustration
- identity by system of colour

New packaging for series of products designed and sent in by our friends at 29 Agency for Project 7.

From [Project 7](#) website: "Project 7 was developed on a cold fall night 2 years ago when the thought of the 7 deadly sins came up. I began to do some research on the history and origin and had a simple thought. What if man in his selfishness instead of focusing on abstaining from the 7 sins worked to help those that were a consequence of one of these 7? What if the ?glutton? in this example which I fall into regularly stopped focusing on myself and started focusing on helping those that were starving. So take that concept and spread it over what we call the 7 most critical areas of need in the world, hence the name Project 7. So then the vision started playing itself out and I needed something to help get this initiative out there. So having a consumer goods background and a heart to see real change come about this company was created. I believe like most of you, that if we spent more time helping others, we can in fact, ?Change the Score."

Reference: <http://www.29agency.com/#> , <http://www.project7.com/>

Credits:

Agency: 29 Agency

Other images:

