TRUVIA



Properties list:

new product
confectionery and sweetness
folding carton
cardboard and paper
opaque
contemporary
identity by typography
identity by photo
end-user packaging
range of products
identity by colour
identity by abstract shapes

From Pentagram website: "There are few products more ubiquitous in the world than the packets of sweeteners found on kitchen countertops and in coffee bars everywhere. Now Pentagram has designed its first project in this category: Paula Scher and Daniel Weil have designed the brand identity and packaging for Truvia?, the new natural, no-calorie sweetener that is being launched by Cargill. Naturally derived from the stevia plant, Truvia? natural sweetener represents a genuine innovation in its category, and the brand has been designed to stand apart from its competition."

Reference: http://pentagram.com/en/new/2008/12/new-work-truvia.php

Credits:

Country: UK
Agency: Pentagram

Other images:



