ICA - I LOVE ECO



Packaging design for food; very interesting redesign of the brand image and nice use of illustrations to make the pack look more playful.

Properties list:

packaging as a new medium end-user packaging new product extra-use of packaging range of products sachet jar and pot bottle glass and ceramics contemporary identity by typography photo to describe identity by system of colour

Reference: http://pearlyjo.com/2012/11/15/ica-i-love-eco/

Credits:

Country: Sweden
Agency: Identity Works

Designer:Johanna Karlsson

Awards: Bronze Pentaward

2008

Other images:

