

PEYTON AND BYRNE



Properties list:

- new product
- snacks
- confectionery and sweetness
- jar and pot
- can and tin
- box
- pouch
- shopping bag
- metals
- cardboard and paper
- contemporary
- identity by typography
- identity by colour
- identity by system of colour
- range of products
- end-user packaging
- gift packaging

Memories of his mother's home-baked delicacies encouraged restaurateur, Olive Peyton to create Peyton and Byrne - a patisserie offering a range of foods with a reassuring sense of nostalgia. Not only is the food up to good old-fashioned standards, the packaging is beautifully considered too, courtesy of Farrow Design.

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

Credits:

Agency: Farrow Design

Other images:

