BELAZU



Properties list:

range of products
new product
tray
can and tin
bottle
metals
glass and ceramics
contemporary
identity by illustration
end-user packaging

The Belazu range communicates handpicked, handselected care through a symbol of a hand appearing from the earth as an olive tree icon. The colors evoke the feeling of the Mediterranean without overclaiming its provenance.

Reference: Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007

Credits:

Country: United Kingdom **Agency:** Turner Duchworth

Designer: David Turner, Bruce Duckworth, Sam

Lachlan

Other images:



