



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

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. meanwhile, authentic Mexican chocolate displays all the qualities of its artisan provenance - simple sugar paper wrap, traditional typography, and "Since 1898" heritage reassurance.

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:

