

MOOKS



Properties list:

event packaging
plastics
labels and sleeves
clothes and accessories
unusual structural association
contemporary
ironic
packaging as a new medium
end-user packaging
new product
extra-use of packaging
single product
tray
transparent
identity by shape
identity by typography
identity by illustration

"This was a design that was created for the purpose of a collaboration of Mooks and WWF to raise money for local zoo's. The Packaging and design were created to complement each other. The meat tray was chosen to represent the obvious meat styled text as were the labels and other stickers around the package."

Reference: <http://www.saladdesign.net/>, <http://lovelypackage.com/mooks/>

Credits:

Country: Texas, USA

Agency: Salad Design

Other images:

