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 ot her. 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:





