## **PIZZA PRONTO**



## Properties list:

illustrated character identity by shape unusual visual association transgressive cardboard and paper other shapes other food update range of products end-user packaging

Packaging system developed by Atelier Typoundso for Pizza Pronto in collaboration with the famous illustrator Thomas Ott. This project challenges the graphic codes (colours and images) commonly used for a product like pizza.

## Reference:

## Credits:

**Country:** Switzerland **Agency:** Atelier Typoundso

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