GARANT CHIPS

Properties list:
end-user packaging
range of products
new product
snacks
flow-pack
plastics
contemporary
photo to describe
identity by system of colour

New packaging for all new products, Garant chips made with sunflower oil ? not palm oi l. These packs are characterized by the use of strong colour gradients used both in the b ackground and in the typography. The chips seem to float in mid air, while a sunflower in the upper right corner inform the user on what type of oil has been used.

Reference: http://www.carolineigel.se/post/Garant-crisps.aspx , http://www.tyckomgarant.se/Produkter/Snacks/

Credits:

Country: Sweden
Year: 2009
Agency: BAS Brand Identity
User: AxFood

Designer: Caroline Igel

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