## **WONDERPLAY SUGAR FREE CANDY**



## Properties list:

concept
confectionery and sweetness
folding carton
cardboard and paper
contemporary
die cut
identity by shape
identity by system of colour
identity by textures and patterns
range of products
end-user packaging
kids

From Ashley Lewis' website: ?When my grandpa was diagonosed with cancer and diabetes ou r trips to the candy store changed a little bit and I couldn't help but feel the sugar free candy he had to buy was marketed as second best. Wonderplay strives to create a healthier candy without pointing that out, so if it became kids' favorite from the beginning, we might all grow up a bit healthier. This standards manual was inspired by children's books.?

Reference: http://ashleymlewis.com

Credits:

Country: United States of America

**Year:** 2008

School: Chicago Portfolio School

**Student:** Ashley Lewis

## Other images:

