

## ALTERNATIVA 3

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### Properties list:

- end-user packaging
- range of products
- new product
- confectionery and sweetness
- folding carton
- cardboard and paper
- contemporary
- identity by system of colour
- identity by textures and patterns

Alternativa 3 is an organization working for Fair Trade since 1992, has come up with outstanding new packaging for their Fair Trade coffees range, within the process of the corporate identity change. The new identity captures the quality of the products and the clarity of Alternativa 3 philosophy as a Fair Trade organization.

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Reference: <http://www.behance.net/NestorUrdanpilleta>

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### Credits:

**Country:** Spain

**Year:** 2009

**Designer:** Nestor Urdanpilleta

Other images:

