

# GU BROWNIES

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**Properties list:**  
end-user packaging  
range of products  
folding carton  
new product  
contemporary  
photo to describe  
identity by photo  
identity by colour  
confectionery and sweetness

Gu Brownies Set up in 1994, Big Fish is led by Perry Haydn Taylor, Victoria Sawdon and Bill Barlow. For the Gu Brownies box, Big Fish took the 'event' connotations of the panettone box and instantly upgraded the humble brownie.

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**Reference:** [http://www.bigfish.co.uk/portfolio\\_gupuds.php](http://www.bigfish.co.uk/portfolio_gupuds.php); N.109 Arts Project Packaging Design - april 2008

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**Credits:**

**Agency:** Big Fish

**Design Firm:** Big Fish **Designer:** Perry Haydn Taylor, Victoria Sawdon, Bill Barlow. **Firm:** Gu

Other images:

