

GU BROWNIES



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.

Reference: http://www.bigfish.co.uk/portfolio_gupuds.php; N.109 Arts Project Packaging Design - april 2008

Credits:

Agency: Big Fish

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

Other images:

