RISO SIVARIS



Properties list:

recycled materials
end-user packaging
range of products
new product
pasta, rice and grains
eco-friendly
tube
cardboard and paper
unusual structural association
identity by typography
identity by shape
identity by system of colour

The aim of these packages was twofold: to raise products awareness and profile, and to do so with a simple and clear apparence.

To achieve these goals, the graphic design is based exclusively on typography and color to distinguish the different varieties of rice. The packs are made with tubes and lids already existing in the marketplace, while the graphics are laser printed on kraft paper labels which are then adhered to the tube.

Reference: L. Badalucco, II buon packaging, Edizioni Dativo, Milano, 2011

Credits:

Country: Spain Year: 2006 User: Sivaris

Designers: Pepe Gimeno, Baptiste

Pons

Other images:

