

# 7 GIORNI DI SALUTE

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## Properties list:

- range of products
- extra-use of packaging
- concept
- chocolate
- labels and sleeves
- folding carton
- cardboard and paper
- contemporary
- identity by pictograms
- identity by typography
- identity by illustration
- identity by system of colour
- identity by colour
- end-user packaging
- packaging as a new medium
- information about content
- information about use

Project takes medicines packaging as reference, as they're characterized by a monodose-system organization. The same concept is applied to chocolate through a division that points out the daily dose that would benefit the heart health.

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## Reference:

### Credits:

**Country:** Italy

**Year:** 2010

**School:** Politecnico di Milano, School of Design (Milan, Italy)

**Course:** Final Project Studio, Communication Bachelor Degree

**Lecturers:** V. Bucchetti, E. Ciravegna, C. Diana, M. Minoggio

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Other images:

