

7 GIORNI DI SALUTE



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.

Reference:

Credits:

Country: Italy

Year: 2010

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

Course: Final Project Studio, Communication Bachelor Degree

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Other images:

