WANTED SNACKS



Properties list:

plastics
ironic
contemporary
unusual visual association
identity by typography
photo to describe
identity by photo
identity by illustration
identity by colour
pouch
snacks
new product
range of products
end-user packaging

?Peter Gregson developed concept and visual identity for new nut packaging called WA NTED (pistachios, cashew nuts and peanuts). The aim of this project was to create an eye catching and funny package for the most desired (wanted) products. Each product has a warrant for a wanted person ? ingredient on the front. For instance cashew nut is an Indian. In a Serbian cashew nut is translated as Indian nut, which explains the turban.?

Reference: http://www.petergregson.com/blog/?p=523

Credits:

Country: Serbia Year: 2009

Designer: Peter Gregson

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