

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 WANTED (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

Other images: