WHAT ON EARTH



Properties list:

range of products
new product
bakery and bread
folding carton
cardboard and paper
contemporary
identity by illustration
identity by system of colour
end-user packaging

We designed a new packaging concept for the organic food producer "What on Earth". The new packaging uses linocut illustrations that can be arrangement in different ways. It was important not to use computer generated but hand made images that relates to the handmade and organic aspect of their products. The cake boxes are the first new design in a range; other products packaged in boxes, tins and wrappers will follow later.

Reference: http://www.whatonearth.co.uk/food/

Credits:

Country: UK

Agency: Mind Design

Other images:

