COUREUR DE BOIS



Properties list:

cardboard and paper
contemporary
identity by shape
identity by typography
identity by system of colour
identity by colour
identity by textures and patterns
tetra-pack
additional structural elements
labels and sleeves
fruit and vegetables
concept
range of products
end-user packaging

Sylvain Allard: "Here is a nice packaging for fruits and nuts in three formats for the wood walker, the small wood walker and even the women runner. The recycled paper packaging has no printing and is equipped with a detachable single label and a hanger for hooking usefully to small, medium and large walkers of the world".

Reference: http://cargocollective.com/marieved/Coureur-des-bois

Credits:

Country: Canada Year: 2010

Student: Mariève Dorman

Other images:



