## Mc CRAW'S CONFECTIONS



## Properties list:

end-user packaging identity by colour single product confectionery and sweetness new product wrapper folding carton plastics cardboard and paper contemporary unusual visual association opaque transparent identity by typography identity by packing process identity by illustration

From <u>Craig Skinner</u> website: "With a need to update their brand while not alienating their small town Texas roots, we looked for a simple, playful approach to re-imagining the brand."

Reference: http://www.behance.net/Gallery/McCraws-Confections/44624

Credits:

Country: Texas, USA

Designer: Craig Skinner

## Other images:















