# **KASHI LEAN**





## Properties list:

new product
confectionery and sweetness
box
cardboard and paper
opaque
identity by shape
end-user packaging
single product
identity by textures and patterns

Cereal Packaging designed by Patrick McKeever. The project included structural design, developing a brand identity, pattern design and the creation of an original display typeface.

Reference: http://www.aigadesignjobs.org/public/individual\_file.asp?portfolio\_id=493375&individual\_id=155369

### Credits:

## **Designer:**

Patrick

McKeever

(recent

graduate

from

Drexel

University)

#### Awards:

**UCDA** 

Excellence

Award

Creativity

37

Annual

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