NATURAL HISTORY MUSEUM SANDWICH



Natural history museum entertaining and educational sandwich packagings: Brenda Lardner and Nick Bernard know a thing or two about keeping kids entertained. As joint directors of Easy Tiger Creative, they work with the Natural History Museum to create exciting exhibitions for families and children. Following as a major rebrand, the museum approached them to bring some of the experience of the exhibits into the catering zones. Their witty solution assigns each sandwich variety an animal and uses terms like "herbivore" in place of the usual "vegetarian". The fun facts keep kids entertained before they dive back into the stimulating museum environment.

Properties list:

end-user packaging
range of products
snacks
confectionery and sweetness
transparent
labels and sleeves
blister-pack
plastics
illustrated character
identity by illustration
unusual visual association
new product
identity by system of colour
kids

Reference: Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007

Credits:

Agency: Easy Tiger Creative

Designer: Brenda Lander, Nick Bernard

Other images:



