## WALLY'S FOOD COMPANY



## Properties list:

end-user packaging new product fruit and vegetables labels and sleeves plastics cardboard and paper transparent identity by shape identity by typography identity by system of colour pouch range of products disposable packaging ready to use unit dose packaging

Philippe Becker design created a sophisticated brand identity with an appetizing colour palette to delineate each of the four main categories: solps and starters, entrees, sides and desserts. With the food hand-packaged in clear, stand-up pouches, a double-sided label was developed to attach at the top. One master label works for every item in a category through the use of add-on laser-printed stickers.

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

Credits:

**Designer:** Philippe Becker Design Other images:

