## **MAITRE D'**



## Properties list:

end-user packaging
range of products
new product
sachet
bottle
plastics
cardboard and paper
contemporary
metallescent
identity by typography
photo to describe
identity by system of colour

For communicating premium food, black, silver, and rich colour prevail. In the case of the Maitre D' range, named and branded by Davies Hall, silver evokes a clean surface deli feel.

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

Credits:

Country: UK

Designer: Davies Hall

This document was created by www.packagingdesignarchive.org				

 $Original\ web\ page:\ http://www.packagingdesignarchive.org/archive/pack\_details/96$ 

Other images: