BASIC SHAPES

Properties list:

recycled materials
kids
collector packaging
end-user packaging
new product
range of products
folding carton
die cut
contemporary
cardboard and paper
identity by shape
identity by typography
identity by system of colour

From COOP (Melbourne Agency): "A family of animal characters were created by c ombining the square, circle and triangle. The characters were silk-screened to a 1680 X 500mm modernist growth chart for kids. Honest, pure and devoid of superfluous details, the product imaginatively introduces kids to basic geometric learning and spark the imagination through the inclusion of memorable animal facts. The charts are compactly packaged in custom triangular cartons made from 100% recycled post consumer waste pulp."

Reference: http://www.co-oponline.net.au/work.php

Credits:

Country: Australia
Agency: COOP

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