

WONDERPLAY SUGAR FREE CANDY



Properties list:

concept
confectionery and sweetness
folding carton
cardboard and paper
contemporary
die cut
identity by shape
identity by system of colour
identity by textures and patterns
range of products
end-user packaging
kids

From Ashley Lewis' website: "When my grandpa was diagnosed with cancer and diabetes our trips to the candy store changed a little bit and I couldn't help but feel the sugar free candy he had to buy was marketed as second best. Wonderplay strives to create a healthier candy without pointing that out, so if it became kids' favorite from the beginning, we might all grow up a bit healthier. This standards manual was inspired by children's books."

Reference: <http://ashleymlewis.com>

Credits:

Country: United States of America

Year: 2008

School: Chicago Portfolio School

Student: Ashley Lewis

Other images:

