COCO CHOCOLATE

Properties list:

end-user packaging
new product
confectionery and sweetness
chocolate
folding carton
cardboard and paper
contemporary
typographical texture
range of products
identity by system of colour

This was a branding, packaging and editorial project for a guilt free dark chocolate company. The use of words with double meanings shows the hidden healthy message of dark chocolate.

Reference: http://www.ruth-pearson.com

Credits:

Country: United Kingdom

Designer: Ruth Pearson

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