VIGILANT EATS

Properties list:

information about content
packaging as a new medium
information accessibility
end-user packaging
range of products
extra-use of packaging
new product
soups and ready-meals
buckets
contemporary
identity by colour
ready to use

The brand/package design is simple, clean and powerful relating to the healthy, pure ingredients and cause oriented stance of the company. The design was inspired by military ready-to-eat foods, since this is an on-the-go product with enclosed spoon.

Reference: http://www.vigilant-eats.com

Credits:

Country: UK

Designer: D. Siegel, W. Copper

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