7 GIORNI DI SALUTE



Project takes medicines packaging as reference, as they're characterized by a monodose-system organization. The same concept is applied to chocolate through a division that points out the daily dose that would benefit the heart health.

Properties list:

range of products
extra-use of packaging
concept
chocolate
labels and sleeves
folding carton
cardboard and paper
contemporary
identity by pictograms
identity by typography
identity by illustration
identity by system of colour
identity by colour
end-user packaging
packaging as a new medium
information about content
information about use

Reference:

Credits:

Country: Italy
Year: 2010
School: Politecnico di Milano, School of Design (Milan, Italy)

Course: Final Project Studio, Communication Bachelor Degree

Lecturers: V. Bucchetti, E. Ciravegna, C. Diana, M. Minoggio

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