GROWERS WINGS



Properties list:
end-user packaging
range of products
update
confectionery and sweetness
jar and pot
folding carton
glass and ceramics
cardboard and paper
identity by illustration
identity by system of colour

Design by Anna Chang, a recent graduate of The University of South Australia. From her website: "Growers Wings is a rebrand of Waikerie Growers, a gourmet dried-fruit company who are looking to expand into interstate markets. A new name was required as those outside of South Australia often don't know where Waikerie is nor how to pronounce it. Through research into the history of the town of Waikerie, it was discovered that 'Waikerie' is the local Indigenous word for 'many wings' and the name 'Growers Wings' was born."

Reference: http://www.annachang.com.au/

Credits:

Country: Australia
School: University of South Australia (Adelaide, Australia)

Student: Anna Chang

Note: Completed as part of a Work Integrated Learning project with KSD

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