WALLY'S FOOD COMPANY



Properties list:

end-user packaging
new product
fruit and vegetables
labels and sleeves
plastics
cardboard and paper
transparent
identity by shape
identity by typography
identity by system of colour
pouch
range of products
disposable packaging
ready to use
unit dose packaging

Philippe Becker design created a sophisticated brand identity with an appetizing colour palette to delineate each of the four main categories: solps and starters, entrees, sides and desserts. With the food hand-packaged in clear, stand-up pouches, a double-sided label was developed to attach at the top. One master label works for every item in a category through th euse of add-on laser-printed stickers.

Reference: Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007

Credits:

Designer:
Philippe
Becker
Design

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