

BEYOND

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A VIRTUAL
**GRAPHIC
DESIGN**
EXHIBITION
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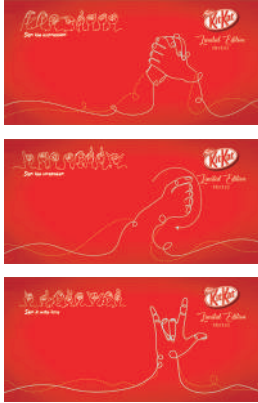
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PACKAGING

The packaging is available in three different styles. Each design has its own sign and meaning.



POSTER

Posters also have three different designs. Each design has different meaning.



GIFT BOX

The gift box is used to make this event stand out. It is available with all of the packaging series and can be purchased as a gift or for a special occasion.

DESIGN STAND

To make it easier to reach, this design stand is the same height as a human. The gift boxes will be placed in this area to make it look more special.

LOGO

Logo Rationale

KitKat was the selected brand. For their corporate colours, KitKat uses red and white. This is because that color scheme is a winning marketing combination.



MERCHANDISE

There are four merchandise items for this project which are: tote bag, envelope, shirt and phone case.



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LIMITED EDITION: ILLUSTRATED CHOCOLATE PACKAGING

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