

**TAKEAWAY  
FOOD  
PACKAGING  
NOW**

Client  
Kessalao  
-  
Design agency  
Masquespacio  
-  
Material  
Cardboard, plastic  
-  
Completion  
2014



## Kessalao

A takeaway restaurant located in Bonn, Germany, the design agency was commissioned to incorporate several aspects in the brand image and the overall space design that reminded the customers of the fresh, natural Mediterranean food. First, the design team created the brand based on a drop of olive oil, the main product of both the Mediterranean and Kessalao kitchen. Then, they worked to transmit a concise and modern packaging design that maintained people's attention on the fresh food itself. Finally, a palette of colors popular for Germans was selected at the client's request representing the Mediterranean lifestyle. Overall, the packaging design is clean, simple and functional, without extra elements to upset the branding strategies.





