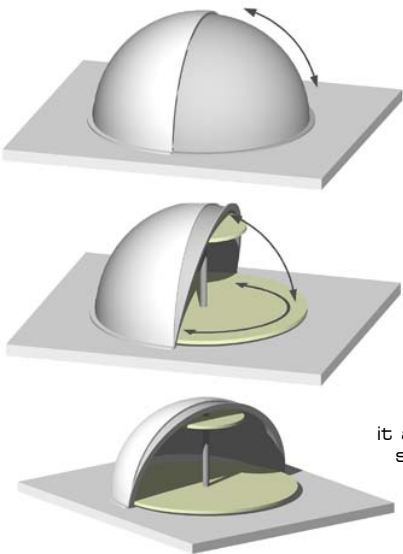




As Bonde means 'crammed full' in French, the clients main descriptor to inspire the design was 'Abundance'. All the packaging and unity were designed to promote this feeling of choice and plenty. Bespoke counter top domes provided a great focal point and allowed all the fresh goodies to be piled high for maximum customer temptation. Being able to sit within any large UK business or industry HQ was a prerequisite and the contemporary styling and streamlining enabled the deli's through-put



(Working alongside the Formation CC on graphics and identity)



One of the distinguishing features of the Bonde operation is the unique clear domed counter top displays. Intended to be both eye-catching and a practical solution to support the 'cramped full' ethos of the brand. As an ambient display it allows the baguettes or pastries to be stacked high on the revolving platters in full view of the customer. The 'clam shell' dome protects the products whether used in an assisted or self service operation



Working alongside the formation CC on graphics and identity