

# THE CREATIVE PACK

**CLIENTS:** GoodFarms  
**CREATIVE DIRECTOR:** Danielle Kidney  
**DESIGNERS:** Heather Varano, Corey Czer & Paola Ip  
**REGION:** USA  
**CATEGORY:** Branding & Identity, Packaging

**For immediate release: March 2016**

## THE CREATIVE PACK WINS GDUSA Award

Design Consultancy The Creative Pack has won an American Package Design Awards (GDUSA)

Winning entries:

- GoodFarms Produce

"Our exceptional creative team have led to us to enjoy success again in this GDUSA competition and we are honored to be winners in this highly regarded awards program."– Danielle Kidney, founder

Editor's notes:

GD USA

"For nearly 5 decades, Graphic Design USA has sponsored national design competitions that spotlight areas of excellence and opportunity for creative professionals. This competition celebrates well-designed graphics, of course, but also the power of design to advance the brand promise and forge an emotional connection with the buyer at the moment of truth. "

The Creative Pack is based in Los Angeles and services clients such as Fresh Thyme, La Terra Fina & Caliwater

For more information contact:

Danielle Kidney

[hello@thecreativepack.com](mailto:hello@thecreativepack.com)

Twitter: @thecreativepack

[www.thecreativepack.com](http://www.thecreativepack.com)

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# THE CREATIVE PACK



**GD  
USA**  
AMERICAN PACKAGE DESIGN AWARDS  
2016 WINNER

This design is wholesome, natural, slightly traditional and very impactful. The branding focuses on honest and humble farm practices and the good people who believe in them. The identity features a distressed stamp, which references the beautifully imperfect world of natural and organic food. The “straight from the farm” look gives authenticity to the GOOD FARMS brand.