Cossette #ILoveTheseGuys

The “Wildfire” project by the Canadian boutique agency Cossette is so appealing to me because the key design element is interactive, which ties into the mantra of the company. Wildfire is an “experiential and events company” whose mission is to “spark conversation” and “leaving a lasting impression.”

They take this into a literal form by adding the texture of a matchbook onto the business card, making it effective as an ignition for conversation. While the design is clean and the color logical, it is this element which makes Wildfire a memorable company.

Here is a highlight of a few more projects from Cossette:

The post Cossette #ILoveTheseGuys appeared first on Shillington Design Blog.

https://www.shillingtoneducation.com/blog/cossette/