## **FURRY UTOPIA**



FurryUtopia is designed by <u>Undoboy</u>. From <u>his website</u>: "create a new brand called furry utopia selling conceptual design merchandise"

## Properties list:

tactile packaging end-user packaging single product new product books, movies and music gable top identity by colour cardboard and paper fabrics playful contemporary unusual visual association unusual structural association identity by shape identity by pictograms identity by typography identity by illustration

Reference: http://www.behance.net/Gallery/Furry-Utopia/102422

Credits: Year: 2008

Agency: Undobody

## Other images:





