## **MIGROS**



Migros is a chain of food retailers in Switzerland. They have also a range of gourmet food in a very simple and nice packaging. The identity strategy uses die-cut as well as illustration in order to define Migros brand identity.

## Properties list:

end-user packaging
range of products
new product
pouch
folding carton
cup
plastics
cardboard and paper
contemporary
unusual visual association
opaque
die cut
photo to describe
identity by photo
identity by colour

Reference: http://blog.thinkable.it/tag/ispiration/page/2/?nggpage=3, http://www.puppiesandflowers.com/?m=200808

Credits:

Country: Switzerland

## Other images:











