## **CALPIS**



## Properties list:

soft drinks
milk
wrapper
pouch
gable top
can and tin
bottle
cardboard and paper
contemporary
identity by typography
identity by textures and patterns
end-user packaging
range of products
new product
identity by system of colour

Reference: http://www.tsdo.jp/flash.html

Credits:

Country: Japan Agency: Taku

Satoh

## Other images:







