AMBROSIA MILK PACKAGING



Properties list:

bottle
plastics
contemporary
identity by shape
identity by typography
identity by illustration
identity by system of colour
milk
concept
range of products
end-user packaging

Four varieties of milk were branded and packaged in a retro-inspired fashion, producing a more youthful, modern look for pint-size milk containers. A subtle color palette from a retro-inspired shapes and design were used in this branding and package scheme. The target audience is younger to middle-aged customers at upscale grocery stores and delis such as whole foods.

The pattern of the bar in the background represents the simplified patterns you would see on a cow.

Reference: http://www.behance.net/gallery/Ambrosia-Milk-Packaging/1165001

Credits:

Country: USA Year: 2011

Designer: Allison Biesboer

Other images:

