BLACK MILK



Properties list:

milk
cheer-pack
polylaminated
contemporary
soft
smooth
identity by typography
identity by illustration
identity by colour
concept
single product
end-user packaging
ready to use

This is a liquorice flavoured milk by Perrier. The colours of the packaging recall both the white of milk and the dark of liquirice. Since the target are young people, the pack is pocket-size and has a youthful graphic design.

Reference: http://dianeansault.wordpress.com/2012/01/29/black-milk-packaging/

Credits:

Country: France Year: 2011

Designer: Diane Ansault

Other images:

