DAIRYLAND



Properties list:

contemporary minimal identity by typography identity by system of colour cardboard and paper polylaminated gable top milk concept range of products end-user packaging

"One thing I considered when redesigning these cartons was how to make it easier for shoppers to spot Dairyland's flavors, which are non-fat, one percent, two percent, homogenized, chocolate, and buttermilk. I did this by color-coding the cartons and the caps."

Reference:

Credits: Country: UK

Year: 2010

Designer: Julius Tigno

Other images:

