DESIGNER MILK

Properties list:
milk
box
bottle
cardboard and paper
minimal
contemporary
identity by typography
identity by illustration
identity by colour
concept
range of products
end-user packaging
carrying system

To use a minimalist approach in advertising milk. The idea was to keep the packaging uncluttered and make a bold statement as to what the product was. The different types of milk were in different colours to make them easily distinguishable.

Reference: http://www.behance.net/gallery/Designer-Milk-Packaging/595425

Credits:

Country: UK

Designer: Darren Custance

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