FOREST MILK



Properties list:

bottle bag glass and ceramics cardboard and paper hand-made eco-friendly contemporary transparent identity by pictograms identity by typography identity by illustration identity by colour additional structural elements milk new product range of products end-user packaging

The cows which produce this milk are free to roam an unused forest all year round. The milk is supposed to taste better, the theory being that happy cows produce better milk. We like the way the tree graphic reflects the typography as well as the simple yet charming addition of tissue paper covering the bottle cap. Nominated for a Japanese 2009 Good Design Award.

Reference: http://www.hinomoto-d.com/index_eng.html

Credits:

Country: Japan Year: 2010

Agency: Hinomoto

Design

Other images:



