GYIKTEJ



Properties list:

pharmaceuticals concept single product labels and sleeves flacon glass and ceramics ironic historical, traditional identity by typography identity by illustration end-user packaging

Dora Novotny: "This work was an exercise at school. The teacher gave us a brand name: Gyíktej (which means "Lizard milk" in Hungarian), and we had to create a corporate i dentity and a package design for it.

I imagined a magic elixir, a medical serum from the lizard's special ability, growing back its tail. It is not an existing medicine. I wanted an old style package design, with the typical brown bottle for medicines. The purpose of the product is to grow back injured arms and legs. The drop shape of the corporate identity recalls the drop of milk in the logo."

Reference: http://www.behance.net/dorinovo

Credits: Country: HUNGARY Year: 2011

Designer: Dora Novotny

Other images:

