HOOD'S CULTURED COW



This the packaging design for a subcompany for Hood. The Cultured Cow is meant to market to health conscious mothers with a flair for design; mom's with good taste. The Cultured Cow has an in school delivery service, the Cultured Calf, which guarantees children will get healthy, organic, and nutritious food delivered right to their school yard.

Properties list:

range of products concept milk gable top polylaminated cardboard and paper transgressive contemporary identity by typography identity by illustration identity by system of colour identity by abstract shapes end-user packaging information accessibility information about content

Reference: http://katrinnawhiting.com/the-cultured-cow/

Credits: Country: USA Year: 2012

Designer: Katrinna Whiting

Other images:



