LANCASTER DAIRY



Properties list:

range of products concept milk labels and sleeves bottle glass and ceramics historical, traditional classic identity by typography identity by illustration identity by system of colour end-user packaging

Goal of the project was to come up with a dairy company name, logo, and packaging. I decided to use a modern milk company that promoted recycling by using glass milk bottles. I also wanted to incorporate vintage colors and feel in the design. Shown below is one bottle from each kind of milk and also a mini bottle of half and half.

Reference: http://www.behance.net/gallery/Milk-Packaging/2603395

Credits: Country: USA Year: 2011

Designer: Danielle Hop

Other images:









