

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:

