LOSEVO



Properties list:

new product milk gable top polylaminated cardboard and paper minimal ironic contemporary identity by typography photo to evoke identity by photo identity by system of colour range of products end-user packaging information about content

"Our pack design follows the initial slogan: ?Truemilk can only be in bottle!'A bottle form as sociated with widely known milk bottle from our Soviet past has been chosen as the standard, which is a beautiful minimalist box that should awake and tender memories of the older generation and arouse interest of the young."

Reference:

Credits:

Country: Russia Year: 2012 Agency: Nimax Digital Agency Other images:

