



#### Properties list:

- end-user packaging
- range of products
- new product
- milk
- cup
- other shapes
- polylaminated
- cardboard and paper
- contemporary
- identity by shape
- identity by illustration
- identity by colour
- identity by textures and patterns

"We understood that the identity of MLK © brand has to be different from the big mega-producers. As for the illustrations, we used natural farming patterns - a family farm, where the products are produced in a traditional way. Illustrations are hand-made (with a pencil) which enables to stress the hand-made production process. In addition, a pencil technique makes the image "soft" - and is overall most suitable tool for solving this task", as comments the Creative Director of Depot WPF and the Author of the creative idea Alexey Fadeev.

Realizations: In order to create the concept the design team went to the real farm in order to find the possible visual identity elements for the future brand. The brand visual identity consists of black and white graphic patterns which were taken from the real environment of the small milk farm. The patterns of the real farm were used in order to reflect the naturalness of the dairy production and the products."

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#### Reference:

#### Credits:

**Agency:** Depot WPF Branding Agency

**Creative Director and the Author of the creative idea:** Alexey Fadeev

**Art-directors:** Aram Mirzoyants, Vadim Briksin

**Awards:** winner of Epica Awards 2010; entered the top ten in The Consumer Experience (PACK EXPO International 2010 (McCormick Place, Chicago, Illinois, USA) in October, 2010

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