SPOTTED COW



Properties list:

new product
bottle
milk
glass and ceramics
ironic
transparent
identity by typography
identity by illustration
identity by system of colour
range of products
end-user packaging

Aimed at young people, The Spotted Cow packaging plays off of imagination and the fun of making a mess. The mess itself isn't fun but the act of analyzing a spatter of liquid can make for an amusing game, like discovering shapes in clouds. Inspired by those childhood memories, spilled milk in the shape of a cow makes for a charming and highly memorable identity.

Reference: http://wearemotto.com/work/the-spotted-cow

Credits:

Country: USA Year: 2011

Agency: Motto Design

Other images:





