DOVES FARM ORGANIC



Properties list:

range of products
identity by illustration
end-user packaging
update
dairy, eggs and cheese
sachet
cardboard and paper
women
information about use

Doves Farm Organic's rebranding and packaging design: Davies Hall's redesign of Doves Farm Organic has reinforced organic in the brand icon. Simple typography and charming illustrations are the antithesis of wholemeal worthiness.

Reference: Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007

Credits:

Country: UK

Designer: Davies Hall

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