MELKEBART!



Properties list:

identity by system of colour
identity by illustration
contemporary
hand-made
cardboard and paper
glass and ceramics
bottle
wrapper
additional structural elements
milk
concept
range of products
end-user packaging

Tine (the milk company) has an existing product which has sold well in Norway for years. This milk is well known and popular, however, it has been marketed towards children. Since students also enjoy it, I decided that the best thing I could do was use the old campaign as a springboard for the new product. The milk features famous illustrations of animated cows which I have decided have grown up, gone to university, and grown mustaches. I decided a fun name would be "Milk Mustache".
The design consists of traditional illustrations along with modern typography.

Reference:

Credits:

Country: Norway

Designer: Kine Marie Kapaasen Madsen

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