MLK

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 indentity of MLK © brand has to be different from the big mega-p roducers. 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 visaul 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."

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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