SAINSBURY CONTEMPORARY MILK



Properties list:

information accessibility
end-user packaging
range of products
concept
milk
gable top
polylaminated
cardboard and paper
identity by typography
contemporary
identity by system of colour
information about content
identity by textures and patterns

"I wanted to keep it very typographical so I explored legibility with type. I realised that people tend to choose milk by what colour it is and what size it is rather than reading what it is. So I had this knowledge in mind when experimenting how illegible I could push the type."

Reference: http://www.tomsuthdesign.co.uk/graphic_hand_picked.html

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Credits:

Country: UK
Year: 2011

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