SUMMERCOW MILK



Properties list:

end-user packaging
concept
range of products
milk
gable top
polylaminated
cardboard and paper
playful
infographics
ironic
contemporary
identity by typography
identity by illustration
identity by system of colour
identity by colour
information about content

Development of 3 packs of milk of fruit flavors, its image away from conventional products providing simplicity and clarity of the result. Illustrations and information about the content are the main peculiar feature of the packaging.

Reference: http://www.bilicardona.com/6986/178580/ gallery/summercow-milk

Credits:

Country: Spain
Year: 2011

Designer: Bill Cardona

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