SWISS MILK



Properties list:
end-user packaging
milk
concept
range of products
gable top
polylaminated
cardboard and paper
minimal
ironic
contemporary
unusual visual association
identity by typography
identity by system of colour

Work by Spanish artist and graphic designer Arantxa Reusmaking this milk packaging design based on the Swiss International Style. Great attention was paid to the use of colour and typography: the different types of milk are distinguished by the weight of the font. Th us, the whole is a bold, semi-skimmed is a regular and skimmed a light.

Reference: http://arantxareus.com/ ; http://www.behance.net/gallery/Swiss- Milk/352070

Credits:

Country: Spain
Year: 2009

Designer: Arantxa Reus

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