OSSO



Properties list:

fabrics
cardboard and paper
hand-made
contemporary
identity by typography
photo to evoke
identity by photo
identity by abstract shapes
bag
other shapes
sachet
additional structural elements
fish and meat
other non-food products
new product
range of products
end-user packaging

Brand identity work by Luca Fontana for the first butcher in Milan who has an open kitchen. The graphic is simple but of great effect, with an interesting use of photography: on each pack or menu are printed pictures of different tools used in a butcher shop.

Reference: http://www.osso-macelleriaefornelli.com/index.htm ; http://www.behance.net/gallery/Osso-Macelleria-Fornelli/6858031

Credits:

Country: Italy
Year: 2013
User: Osso

Designer: Luca Fontana

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