

FURRY UTOPIA



Properties list:

- tactile packaging
- end-user packaging
- single product
- new product
- books, movies and music
- gable top
- identity by colour
- cardboard and paper
- fabrics
- playful
- contemporary
- unusual visual association
- unusual structural association
- soft
- identity by shape
- identity by pictograms
- identity by typography
- identity by illustration

FurryUtopia is designed by [Undoboy](#). From [his website](#): "create a new brand called furry utopia selling conceptual design merchandise "

Reference: <http://www.behance.net/Gallery/Furry-Utopia/102422>

Credits:

Year: 2008

Agency: Undobody

Other images:

