



Properties list:

- end-user packaging
- range of products
- new product
- pouch
- folding carton
- cup
- plastics
- cardboard and paper
- contemporary
- unusual visual association
- opaque
- die cut
- photo to describe
- identity by photo
- identity by colour

Migros is a chain of food retailers in Switzerland. They have also a range of gourmet food in a very simple and nice packaging. The identity strategy uses die-cut as well as illustration in order to define Migros brand identity.

Reference: <http://blog.thinkable.it/tag/ispersion/page/2/?nggpage=3> , <http://www.puppiesandflowers.com/?m=200808>

Credits:

Country: Switzerland

Other images:

