## **MIGROS**



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.

## 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

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

Credits:

Country: Switzerland

## Other images:











