

# YO AMO LA LECHE

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## Properties list:

- limited edition packaging
- toys
- other non-food products
- clothes and accessories
- end-user packaging
- identity by textures and patterns
- range of products
- concept
- contemporary
- playful
- gable top
- cardboard and paper
- unusual structural association
- unusual visual association
- identity by typography
- illustrated character
- identity by illustration

These cartons are designed by graphic design studio Duo/ido, based in Buenos Aires. The "Yo Amo La Leche" project is a conceptual experimentation for the diffusion of a range of products consisting of t-shirts, toys and mouse pads.

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Reference: <http://www.duoido.com.ar>

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## Credits:

**Country:** Argentina, Buenos Aires

**Agency:** duo/ido

**Designers:** Luciana Echevarría, Diego Lopéz

Other images:

