

# WILLYS YOGHURT DRINKS

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Properties list:  
end-user packaging  
range of products  
new product  
other beverages  
flacon  
plastics  
identity by shape  
contemporary  
identity by system of colour  
identity by abstract shapes

System of coloured packages for yoghurt drinks for Willys.

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Reference: <http://www.carolineigel.se/post/Yoghurt-drink.aspx>

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## Credits:

**Country:** Sweden

**Year:** 2009

**Agency:** BAS Brand Identity

**User:** AxFood

**Designer:** Caroline Igel

Other images:

