

SCOTTISH H & I CHEESE



Properties list:

- update
- single product
- dairy, eggs and cheese
- pouch
- flow-pack
- plastics
- identity by typography
- identity by illustration
- identity by system of colour
- end-user packaging

Good Creative: "Previous packs offered no differentiation from supermarket own label, and didn't reflect the artisan nature of the creameries that actually made the cheese. Hidden away in isolated sites on the west coast of Scotland, the smallest of the creameries has only six staff. We immediately created a company name and a new mark to encompass the collection, with Scotland playing a key role in the markings on our cow. From the materials for the new packs to the typography and new illustrations by Iain Macintosh, everything was created to reflect the hand finished quality of the products."

Reference: <http://www.good-creative.co.uk/Cheese.html>

Credits:

Country: UK

Agency: Good Creative

Other images:

