

Properties list:

end-user packaging
range of products
new product
desserts and ice-creams
buckets
plastics
cardboard and paper
playful
contemporary
illustrated character



A work from Joao Ricardo Machado for ice cream branding and packaging. These friendly little guys were the result of a graphic design project for the College of Arts and Design Caldas da Rainha in Portugal. The intention was to create a collectible and reusable product that expressed a fun brand identity.

Reference: <http://www.nicework.co.za/nice-blog/design/i-scream-you-scream/>

Credits:

Country: Portugal

Year: 2009

Designer: Joao Ricardo Machado

Other images:

