

**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.

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

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**Credits:**

**Country:** Portugal

**Year:** 2009

**Designer:** Joao Ricardo Machado

Other images:

