

NEZINSCOT FARM



Properties list:

range of products
concept
end-user packaging
milk
dairy, eggs and cheese
other shapes
bottle
glass and ceramics
cardboard and paper
hand-made
contemporary
typographical texture
identity by typography

The idea behind the design is to do sustainable, organic, label free packaging. The paper used for the bag at their store is 100% recycled and biodegradable, made with grass seeds. So however it is disposed of, wherever it ends up, grass will grow, a way to give back to the farm's free-range animals. All type used in the packaging is hand rendered in the shape of grass. The milk jugs, which are label-free, have all information printed right on the glass, and would be returned by the customer to be refilled and reused. All products/packages are stamped with the farm logo 'Nezinscot Farm', again, making each package unique from one another. Even though it is the same stamp, the reproduction on each is just a little bit different, just as produce from an organic farm.

Reference:

Credits:

Country: United States of America

Year: 2009

School: Savannah College of Art and Design (Savannah, GA, USA)

Student: Lindsay Perkins

Other images:

