

# AMBROSIA MILK PACKAGING

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## Properties list:

- bottle
- plastics
- contemporary
- identity by shape
- identity by typography
- identity by illustration
- identity by system of colour
- milk
- concept
- range of products
- end-user packaging

Four varieties of milk were branded and packaged in a retro-inspired fashion, producing a more youthful, modern look for pint-size milk containers. A subtle color palette from a retro-inspired shapes and design were used in this branding and package scheme. The target audience is younger to middle-aged customers at upscale grocery stores and delis such as whole foods.

The pattern of the bar in the background represents the simplified patterns you would see on a cow.

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Reference: <http://www.behance.net/gallery/Ambrosia-Milk-Packaging/1165001>

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## Credits:

**Country:** USA

**Year:** 2011

**Designer:** Allison Biesboer

Other images:

