## **BLACK MILK**



## Properties list:

milk cheer-pack polylaminated contemporary soft smooth identity by typography identity by illustration identity by colour concept single product end-user packaging ready to use

This is a liquorice flavoured milk by Perrier. The colours of the packaging recall both the white of milk and the dark of liquirice. Since the target are young people, the pack is pocket-size and has a youthful graphic design.

Reference: http://dianeansault.wordpress.com/2012/01/29/black-milk-packaging/

Credits: Country: France Year: 2011

Designer: Diane Ansault

Other images:

