

# BLACK MILK

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## 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 liquorice. Since the target are young people, the pack is pocket-size and has a youthful graphic design.

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

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## Credits:

**Country:** France

**Year:** 2011

**Designer:** Diane Ansault

Other images:

