



Properties list:

contemporary
minimal
identity by typography
identity by system of colour
cardboard and paper
polylaminated
gable top
milk
concept
range of products
end-user packaging

"One thing I considered when redesigning these cartons was how to make it easier for shoppers to spot Dairyland's flavors, which are non-fat, one percent, two percent, homogenized, chocolate, and buttermilk. I did this by color-coding the cartons and the caps."

Reference:

Credits:

Country: UK

Year: 2010

Designer: Julius Tigno

Other images:

