

# FOREST MILK

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## Properties list:

bottle  
bag  
glass and ceramics  
cardboard and paper  
natural  
hand-made  
eco-friendly  
contemporary  
transparent  
identity by pictograms  
identity by typography  
identity by illustration  
identity by colour  
additional structural elements  
milk  
new product  
range of products  
end-user packaging

The cows which produce this milk are free to roam an unused forest all year round. The milk is supposed to taste better, the theory being that happy cows produce better milk. We like the way the tree graphic reflects the typography as well as the simple yet charming addition of tissue paper covering the bottle cap. Nominated for a Japanese 2009 Good Design Award.

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Reference: [http://www.hinomoto-d.com/index\\_eng.html](http://www.hinomoto-d.com/index_eng.html)

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## Credits:

**Country:** Japan

**Year:** 2010

**Agency:** Hinomoto

Design

Other images:

