

FOREST MILK



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.

Reference: http://www.hinomoto-d.com/index_eng.html

Credits:

Country: Japan

Year: 2010

Agency: Hinomoto

Design

Other images:

