



Properties list:
pharmaceuticals
concept
single product
labels and sleeves
flacon
glass and ceramics
ironic
historical, traditional
identity by typography
identity by illustration
end-user packaging

Dora Novotny: "This work was an exercise at school. The teacher gave us a brand name: Gyiktej (which means "Lizard milk" in Hungarian), and we had to create a corporate identity and a package design for it.

I imagined a magic elixir, a medical serum from the lizard's special ability, growing back its tail. It is not an existing medicine. I wanted an old style package design, with the typical brown bottle for medicines. The purpose of the product is to grow back injured arms and legs. The drop shape of the corporate identity recalls the drop of milk in the logo."

Reference: <http://www.behance.net/dorinovo>

Credits:

Country: HUNGARY

Year: 2011

Designer: Dora Novotny

Other images:

