



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:

