

HOOD'S CULTURED COW



Properties list:

- range of products
- concept
- milk
- gable top
- polylaminated
- cardboard and paper
- transgressive
- contemporary
- identity by typography
- identity by illustration
- identity by system of colour
- identity by abstract shapes
- end-user packaging
- information accessibility
- information about content

This is the packaging design for a subcompany for Hood. The Cultured Cow is meant to market to health-conscious mothers with a flair for design; moms with good taste. The Cultured Cow has an in-school delivery service, the Cultured Calf, which guarantees children will get healthy, organic, and nutritious food delivered right to their school yard.

Reference: <http://katrinnawhiting.com/the-cultured-cow/>

Credits:

Country: USA

Year: 2012

Designer: Katrinna Whiting

Other images:

