

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; mom's 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:

