

# LANCASTER DAIRY

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## Properties list:

range of products  
concept  
milk  
labels and sleeves  
bottle  
glass and ceramics  
historical, traditional  
classic  
identity by typography  
identity by illustration  
identity by system of colour  
end-user packaging

Goal of the project was to come up with a dairy company name, logo, and packaging. I decided to use a modern milk company that promoted recycling by using glass milk bottles. I also wanted to incorporate vintage colors and feel in the design. Shown below is one bottle from each kind of milk and also a mini bottle of half and half.

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Reference: <http://www.behance.net/gallery/Milk-Packaging/2603395>

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## Credits:

**Country:** USA

**Year:** 2011

**Designer:** Danielle Hop

Other images:

