



## Properties list:

- new product
- milk
- gable top
- polylaminated
- cardboard and paper
- minimal
- ironic
- contemporary
- identity by typography
- photo to evoke
- identity by photo
- identity by system of colour
- range of products
- end-user packaging
- information about content

"Our pack design follows the initial slogan: 'Truemilk can only be in bottle!' A bottle form associated with widely known milk bottle from our Soviet past has been chosen as the standard, which is a beautiful minimalist box that should awake and tender memories of the older generation and arouse interest of the young."

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## Reference:

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## Credits:

**Country:** Russia

**Year:** 2012

**Agency:** Nimax Digital Agency

Other images:

