

MELKEBART!



Properties list:

- identity by system of colour
- identity by illustration
- contemporary
- hand-made
- cardboard and paper
- glass and ceramics
- bottle
- wrapper
- additional structural elements
- milk
- concept
- range of products
- end-user packaging

Tine (the milk company) has an existing product which has sold well in Norway for years. This milk is well known and popular, however, it has been marketed towards children. Since students also enjoy it, I decided that the best thing I could do was use the old campaign as a springboard for the new product. The milk features famous illustrations of animated cows which I have decided have grown up, gone to university, and grown mustaches. I decided a fun name would be "Milk Mustache". The design consists of traditional illustrations along with modern typography.

Reference:

Credits:

Country: Norway

Designer: Kine Marie Kapaasen Madsen

Other images:

