

MILK COCKTAIL BY JOE



Properties list:
end-user packaging
single product
concept
milk
brick
polylaminated
cardboard and paper
playful
ironic
contemporary
identity by shape
illustrated character
identity by illustration
identity by colour

Hattomonkey has created a packaging design of milk cocktail "By Joe". It looks like well-known hero. It is easy to create Batman's ears. Hattomonkey designers has created a brand new package form. It looks familiar and well-known since childhood.

Reference: <http://hattomonkey.ru/by-Joe>

Credits:

Country: Russia

Year: 2009

Agency: Hattomonkey

Other images: