MILK MAN



Properties list:

carrying system
end-user packaging
single product
milk
concept
additional structural elements
cluster
bottle
plastics
cardboard and paper
minimal
contemporary
identity by typography
identity by colour

"The brief was to create a milk package that would appeal to the modern consumer, and to that end I created a smaller sized and more portable bottle. Inspiration was drawn from the age old milkman, who once stood for quality, convenience and above all for going that 'extra mile'. The final product is a no-fuss, cheeky take on good ol' fashioned milk."

Reference: http://www.behance.net/gallery/MILKMANPackaging/1753600

Credits:

Country: Australia

Year: 2011

Designer: Ben S

tevens

Other images:





