



Properties list:

reusability
product accessibility
end-user packaging
single product
concept
milk
other shapes
historical, traditional
classic
transparent
identity by shape
identity by typography

"MilkIt is a new company in the USA, it will provide a fresh cow milk. We wanted to make a package that is easy to use and reuse. The design is inspired from an classic pitcher. We also made a window so you can see when the milk is about to end."

Reference: <http://www.ktsmn.com/Works.aspx?collection=47>

Credits:

Country: USA

Year: 2012

Agency: KTSMN - The Brand Bureau

Other images:

