

MONSTER MILK



Properties list:

kids
end-user packaging
range of products
concept
bottle
milk
playful
contemporary
fantastic, fairy
glass and ceramics
identity by typography
identity by illustration
identity by system of colour

This is a promotional identity and packaging project. The main idea was to create an original image among milk packaging design. To realise my idea I mixed the product with funny characters.

There's also a newly established history for the product, where it has arrived from another galaxy to give people monster's force all day long.

Four main colours are used to indicate the milk fat content with four different monsters for each one. Communication is based on the short phrases about monsters and aliens.

Reference: <http://www.behance.net/gallery/Monster-Milk/1283695>

Credits:

Country: Russia

Year: 2012

Agency: Eskimo

Designer: Pavel Emelyanov

Other images:

