

# MONSTER MILK

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## 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.

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

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## Credits:

**Country:** Russia

**Year:** 2012

**Agency:** Eskimo

**Designer:** Pavel Emelyanov

Other images:

