



Properties list:

end-user packaging
single product
concept
other food
pouch
plastics
ironic
contemporary
identity by typography
identity by illustration
identity by colour
identity by abstract shapes

"Mook is a powdered milk product used by caterers. We were briefed to produce a quirky, humorous brand to stand out from the crowd. Interesting fusion of illustration and typography.

Mook needed a fun, funky brand for their powdered milk product. We created an unmissable brand, with an unforgettable name... Mook."

Reference: <http://www.01134.co.uk/projects/brand-and-packaging-design-for-mook/>

Credits:

Country: UK

Year: 2012

Agency: Hello

Other images: