## SAINSBURY CONTEMPORARY MILK



## Properties list:

information accessibility end-user packaging range of products concept milk gable top polylaminated cardboard and paper identity by typography contemporary identity by system of colour information about content identity by textures and patterns

"I wanted to keep it very typographical so I explored legibility with type. I realised that people tend to choose milk by what colour it is and what size it is rather than reading what it is. So I had this knowledge in mind when experimenting how illegible I could push the type."

Reference: http://www.tomsuthdesign.co.uk/graphic\_hand\_picked.html

Credits: Country: UK Year: 2011

Designer: Tom Sutherland

Other images:

