

# SAINSBURY CONTEMPORARY MILK

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## 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."

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Reference: [http://www.tomsuthdesign.co.uk/graphic\\_hand\\_picked.html](http://www.tomsuthdesign.co.uk/graphic_hand_picked.html)

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## Credits:

**Country:** UK

**Year:** 2011

**Designer:** Tom Sutherland

Other images:

