

# SPOTTED COW

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## Properties list:

- new product
- bottle
- milk
- glass and ceramics
- ironic
- transparent
- identity by typography
- identity by illustration
- identity by system of colour
- range of products
- end-user packaging

Aimed at young people, The Spotted Cow packaging plays off of imagination and the fun of making a mess. The mess itself isn't fun but the act of analyzing a spatter of liquid can make for an amusing game, like discovering shapes in clouds. Inspired by those childhood memories, spilled milk in the shape of a cow makes for a charming and highly memorable identity.

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Reference: <http://wearemotto.com/work/the-spotted-cow>

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## Credits:

**Country:** USA

**Year:** 2011

**Agency:** Motto Design

Other images:

