

# SUMMERCOW MILK

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## Properties list:

end-user packaging  
concept  
range of products  
milk  
gable top  
polylaminated  
cardboard and paper  
playful  
infographics  
ironic  
contemporary  
identity by typography  
identity by illustration  
identity by system of colour  
identity by colour  
information about content



Development of 3 packs of milk of fruit flavors, its image away from conventional products providing simplicity and clarity of the result. Illustrations and information about the content are the main peculiar feature of the packaging.

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Reference: <http://www.bilicardona.com/6986/178580/gallery/summercow-milk>

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## Credits:

**Country:** Spain

**Year:** 2011

**Designer:** Bill Cardona

Other images:

