

# 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:

