

SWISS MILK



Properties list:

- end-user packaging
- milk
- concept
- range of products
- gable top
- polylaminated
- cardboard and paper
- minimal
- ironic
- contemporary
- unusual visual association
- identity by typography
- identity by system of colour

Work by Spanish artist and graphic designer Arantxa Reusmaking this milk packaging design based on the Swiss International Style. Great attention was paid to the use of colour and typography: the different types of milk are distinguished by the weight of the font. Thus, the whole is a bold, semi-skimmed is a regular and skimmed a light.

Reference: <http://arantxareus.com/> ; <http://www.behance.net/gallery/Swiss-Milk/352070>

Credits:

Country: Spain

Year: 2009

Designer: Arantxa Reus

Other images:

