

# SWISS MILK

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**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.

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

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**Credits:**

**Country:** Spain

**Year:** 2009

**Designer:** Arantxa Reus

Other images:

