



## Properties list:

- fabrics
- cardboard and paper
- hand-made
- contemporary
- identity by typography
- photo to evoke
- identity by photo
- identity by abstract shapes
- bag
- other shapes
- sachet
- additional structural elements
- fish and meat
- other non-food products
- new product
- range of products
- end-user packaging

Brand identity work by Luca Fontana for the first butcher in Milan who has an open kitchen. The graphic is simple but of great effect, with an interesting use of photography: on each pack or menu are printed pictures of different tools used in a butcher shop.

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**Reference:** <http://www.osso-macelleriaefornelli.com/index.htm> ; <http://www.behance.net/gallery/Osso-Macelleria-Fornelli/6858031>

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## Credits:

**Country:** Italy

**Year:** 2013

**User:** Osso

**Designer:** Luca Fontana

Other images:

