

Câm

Brand Identity, Packaging, Campaigns

Brand identity for a company set up to produce, distribute and sell fresh, pasteurised milk throughout Nigeria.



THE TRUE TASTE OF MILK



Câm









Cam

REAL

GREEK

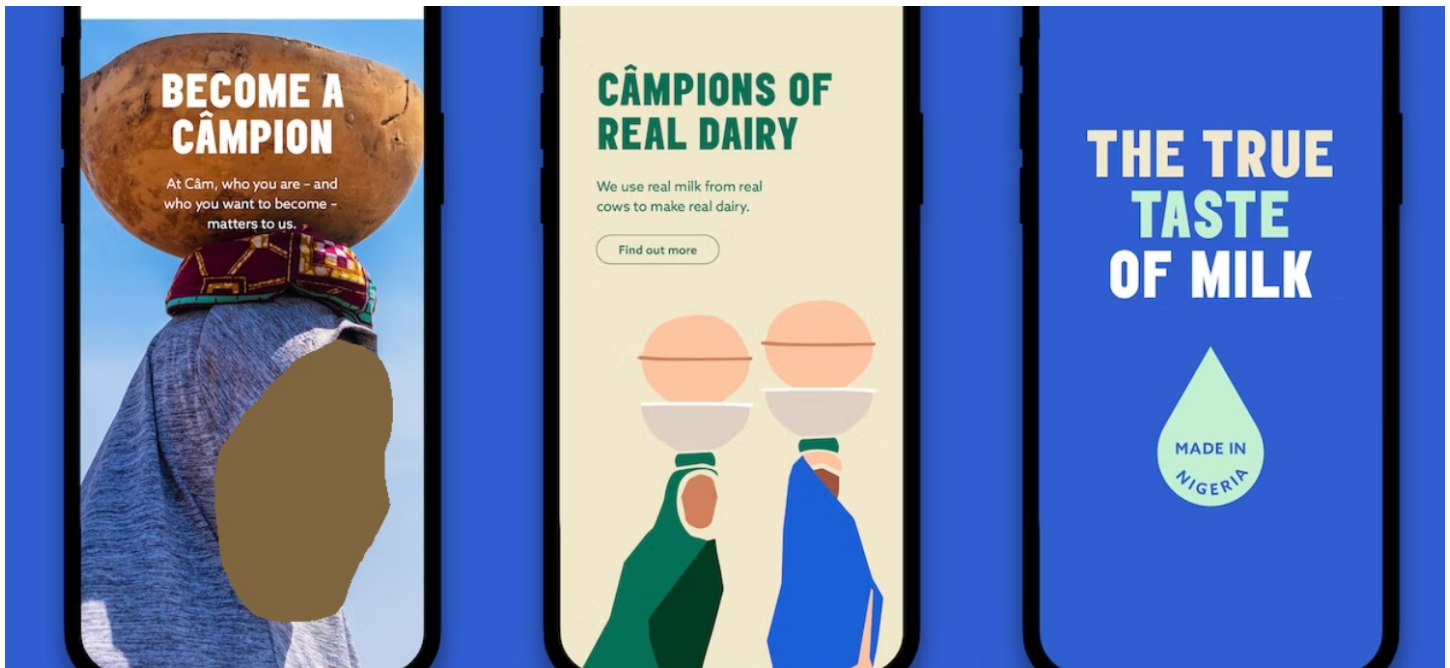
STYLE YOGHURT

MANGO

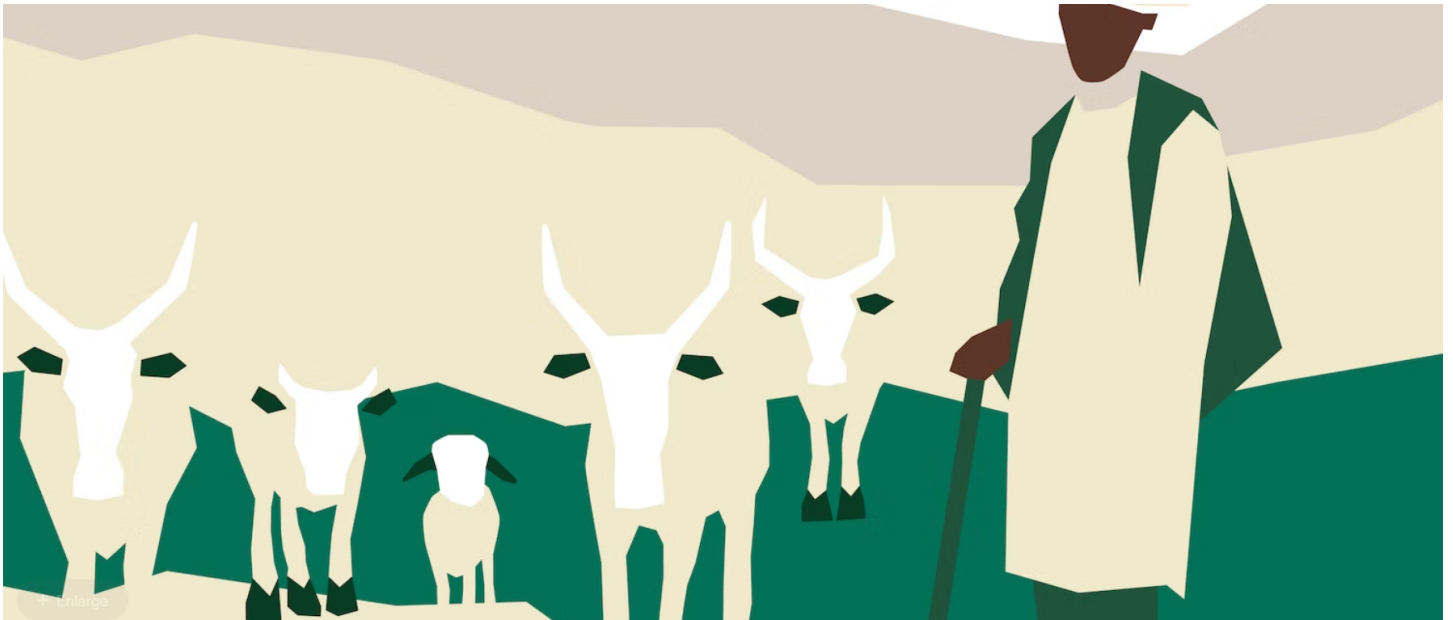
250G



“The name Câ€™m was chosen as it worked on several levels—it has a strong connection both to Nigeria and to Câ€™m’s founder.”



“The cool colour palette of royal blue and white mixed with soft pastels gives Câ€™m a clean, modern feel which reflects the natural product and is in contrast to the busy packaging of processed milk products.”



“The team also created Illustrations which show the various stages of the journey that the milk goes on, these are for use on social media and as environmental graphics within the office and factory spaces.”

Cam

