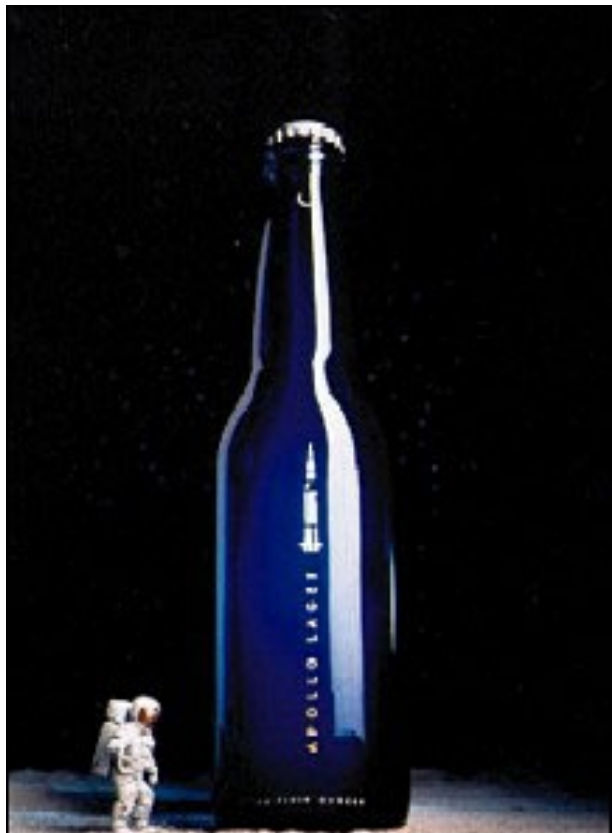


# APOLLO ALE & LAGER

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**Properties list:**  
collector packaging  
event packaging  
end-user packaging  
single product  
new product  
alcohols and spirits  
identity by typography  
textured  
transparent  
bottle  
glass and ceramics

Apollo Ale & Lager, inspired by the Apollo mission: the blue bottle and the simple graphic r  
emember the historical Apollo mission.

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**Reference:** [Kozak Gisela, Wiedermann Julius, Package Design Now!, Koln, 2008](#)

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**Credits:**

**Country:** California, S. Francisco

**Year:** 2005

**Agency:** Cahan & associates

**Designer:** Kevin Roberson

Other images: