



Properties list:

alcohols and spirits
beer
labels and sleeves
bottle
box
glass and ceramics
cardboard and paper
historical, traditional
identity by typography
identity by system of colour
update
range of products
end-user packaging
adults

Hornall Andreson Design Work created packaging for a signature beer by Widemer Brother Brewery. Referencing the roots of craft beer brewing, the design has the spontaneous feel of a homegrown brewer's simplistic ink-stamped label, resulting in a system that resonates with the target and can easily accommodate each year's new flavours.

Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

Credits:

Agency: Hornall Andreson Design Work

Other images:

