

# STEEL RESERVE

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## Properties list:

- alcohols and spirits
- can and tin
- bottle
- plastics
- metals
- historical, traditional
- smooth
- metallic
- end-user packaging
- single product
- new product
- identity by typography
- identity by colour

Turner Duckworth evokes brewing science in the packaging for Steel Reserve - a very strong premium lager at 8.1 percent alc/vol. The design uses every element to communicate its strength - from the shot, dumpy bottle to the utilitarian, industrial graphics.

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

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## Credits:

**Country:** UK

**Agency:** Turner Duckworth

**Designer:** David Turner, Bruce Duckworth, Sam Lachlan

Other images:

