

STEEL RESERVE



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.

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

Credits:

Country: UK

Agency: Turner Duckworth

Designer: David Turner, Bruce Duckworth, Sam Lachlan

Other images:

