

OZ VODKA



Properties list:

- update
- adults
- end-user packaging
- single product
- bottle
- alcohols and spirits
- glass and ceramics
- contemporary
- transparent
- identity by colour
- typographical texture
- identity by typography

This bottle, designed by the agency Bronco for Oz Vodka (produced in Canada and bottled in Chile by Viña Francisco de Aguirre), aims at communicating the purity and the high quality of the product by the use of typography and transparency. Colours are used to distinguish the package and at the same time to evoke the cold temperature ideal for drinking the product.

Reference:

Credits:

Country: Chile

Agency: Bronco Trade

Other images: