## JACK DANIEL'S BY MAYDAY



## Properties list:

identity by typography typographical texture adults end-user packaging single product update alcohols and spirits box cardboard and paper minimal contemporary

The black box of this limited edition is characterized by the use of text as an iconic element: the typographical composition represents the shape of the bottle on one side, and degrades to a background graphic pattern on the other side.

Reference: http://www.maydaylivingbrands.com

## Credits:

**Country:** United Kingdom **Agency:** MayDay **User:** Brown Forman

Award: Pentawards Gold Award "Beverages: Limited editions", 2009

Other images:

