

# JACK DANIEL'S BY MAYDAY

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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.

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Reference: <http://www.maydaylivingbrands.com>

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## Credits:

**Country:** United Kingdom

**Agency:** MayDay

**User:** Brown Forman

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

Other images:

