

ATLAS BREWERY



Properties list:

- update
- alcohols and spirits
- can and tin
- metals
- high-tech
- metallic
- identity by typography
- identity by colour
- single product
- end-user packaging

Based in an aluminium smelter deep in the Scottish Highlands, Atlas wanted to take its cask beers into the off trade. With next to no budget the best solution was to work with elements already created for their pumpclips. This dictated a strong, simple, colourful range of packs under the umbrella of International Beers from the Highlands. The new designs ensured good standout on shelf and clearly differentiated from the competition. Pro-active projects include looking at a concept for a strong pale ale which we have named 5052 after the strongest grade of aluminium available.

Reference: <http://www.good-creative.co.uk/atlas.html>

Credits:

Country: UK

Agency: Good Creative

Other images: