

RIBE BRYGHUS ALES



Properties list:

- new product
- beer
- alcohols and spirits
- additional structural elements
- folding carton
- bottle
- glass and ceramics
- cardboard and paper
- die cut
- contemporary
- identity by typography
- identity by system of colour
- range of products
- end-user packaging
- adults

From Mads Jacob Pulsen's website:

?The identity for micro-brewery Ribe Bryghus should have characteristics which felt like the beer; handmade and full of taste. The result is the logo and beer-labels made with a custom typeface in colors according to the content. The look and feel is contemporary and classic at the same time with the simple use of typography and colors. The ingredients-list, bar code and other information is placed on the left and right sides of the label in order to be ?invisible? from the front.?

Reference: <http://www.madsjakobpulsen.dk/?work=ribe-micro-brewery>

Credits:

Country: Denmark

Year: 2010

Designer: Mads Jakob Pulsen

Other images:

