

# ORIGINAL VODKA AND ORIGINAL GIN

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## Properties list:

identity by abstract shapes  
identity by system of colour  
identity by shape  
contemporary  
minimal  
glass and ceramics  
bottle  
alcohols and spirits  
new product  
range of products  
end-user packaging  
adults

These bottles keep their graphic to the minimum. A simple, matte coloured circle (blue for vodka, red for gin) contains the basic info, while the negative space emphasizes the shape of the bottle.

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Reference: <http://www.behance.net/morrispinewood>

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## Credits:

**Country:** Sweden

**Year:** 2010

**User:** Å...bro Bryggeri

**Designer:** Morris Pinewood

Other images: