"O― Olive Oil



Properties list:

new product sauces and seasonings labels and sleeves bottle glass and ceramics contemporary unusual visual association identity by shape identity by colour identity by abstract shapes end-user packaging single product

?O? borns from the desire of making a ultra premium olive oil brand that could easily be used in luxury restaurants, hotels and special dinners, without shocking with the interiors, using a simple name ("O" from olive) and really simple but elegant graphics.

The logo is an "O" with a hole in the middle from where the color of the olive oil can be s een. The bottle is made by glass and painted with a gradient from white to transparent. On the bottom you can see the olive oil clearly, in a beautiful and interesting visual effect. The cap is made by cork, giving a traditional and "hand made" feeling to the product.

Reference: http://www.ntgj.org

Credits: Country: Portugal Year: 2010 Agency: NT.GJ Other images:

