

“O” Olive Oil



Properties list:

- new product
- saucers 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” was born from the desire of making an ultra premium olive oil brand that could easily be used in luxury restaurants, hotels and special dinners, without shocking 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 seen. The bottle is made of 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 of 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:

