

ALE BROWAR



Properties list:

- end-user packaging
- range of products
- new product
- beer
- alcohols and spirits
- bottle
- glass and ceramics
- fantastic, fairy
- illustrated character
- identity by illustration
- identity by system of colour
- adults

The inspiration for the label design is the origins, ingredients and attributes of beer; each flavor is represented by a character who embodies the characteristics and the taste of every beer. The illustrations are fantasy and tattoo-style to differentiate the products from imported beers.

Reference:

Credits:

Country: Poland

Year: 2012

Agency: Osteck Creative

User: Ale Browar

Other images:

