## **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 i mported beers.

## Reference:

## Credits:

Country: Poland Year: 2012 Agency: Ostecx Créative User: Ale Browar Other images:



