

# ALE BROWAR

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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.

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Reference:

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Credits:

**Country:** Poland

**Year:** 2012

**Agency:** Osteck Creative

**User:** Ale Browar

Other images:

