

# DEVIL'S PEAK

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## Properties list:

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

Born as a response to the one-dimensional beer culture in South Africa, The Devil's Peak Brewing Company produces brews unlike any other beer you're likely to find locally. The designs reflect the intricacy of the different beer styles and the brewer's passion to create beers with unique character and depth. Craftsmanship, idiosyncratic style and the underlying belief of 'truth to material' equals four distinctive styles with four equally standout designs.

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## Reference:

## Credits:

**Country:** South Africa

**Year:** 2012

**Agency:** Just Design

**User:** Devil's Peak Brewing Company

**Designer:** Jay Badenhorst

**Illustrators:** Studio Muti

Other images:

