

# HELVETICA BEER

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## Properties list:

information about content  
adults  
end-user packaging  
range of products  
concept  
beer  
alcohols and spirits  
metals  
can and tin  
contemporary  
mass-market  
metallic  
identity by typography  
identity by system of colour

A beer package design. The task was to create a package design using typography only. It was decided to create a package of swiss beer from Helvetica province brewery. So the font choice was pretty obvious.

The large digit tells us about an alcohol percentage of the beer, and the can color tells about a beer kind - lager or stout. Important customer information is in the focus, while the small logo is placed in the corner.

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Reference: <http://www.behance.net/gallery/Helvetica-beer/6549003>

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## Credits:

**Country:** Russia

**Year:** 2013

**School:** Brithish Higher School of Art and Design, Moscow

**Student:** Alexander Kischenko

Other images:

