

JACK DANIEL'S TENNESSEE WHISKEY



Properties list:

end-user packaging
single product
update
bottle
glass and ceramics
historical, traditional
identity by typography
alcohols and spirits

Jack Daniels n°7 refers to the shipping number on the Tennessee Whiskey barrels. The square bottle with fluted neck has become the icon for the brand. The white-on-black hot metal typography conveys honesty and confidence.

Reference: [Arts Project Packaging Design N.109, april 2008](#)

Credits:

Country: UK, London

Agency: Blue Marlin

Designer: Rob Riley

Other images:

