

# JACK DANIEL'S TENNESSEE WHISKEY

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## 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.

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

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## Credits:

**Country:** UK, London

**Agency:** Blue Marlin

**Designer:** Rob Riley

Other images:

