

# SALVE AGUA MINERAL

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## Properties list:

packaging as a new medium  
end-user packaging  
range of products  
extra-use of packaging  
concept  
water  
bottle  
contemporary  
plastics  
transparent  
identity by pictograms  
identity by typography  
identity by system of colour  
identity by textures and patterns

Salve("Save" in Portuguese), a product conceived and branded by À La Carte Design and developed in joint with Acqua Incorp. It's in the desire to do the good that "Salve" makes a call, turning the simple act of buying a bottle of water into a collaborative movement that helps to transform lives. The identity follows the concept of collectiveness, compounded by a mosaic of icons representing positive attitudes which, albeit small, form a greater picture; the importance of small acts that realize great things together.

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Reference: <http://lovelypackage.com/salve/#more-11399>

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## Credits:

**Country:** Brazil

**Agency:** À La Carte Design

Other images:

