

VELKOPOPOVICKY KOZEL BEER



Properties list:

- update
- range of products
- beer
- alcohols and spirits
- additional structural elements
- wrapper
- can and tin
- metals
- historical, traditional
- identity by colour
- identity by textures and patterns
- end-user packaging
- adults
- limited edition packaging

New limited edition beer design. The project aims to emphasize the values of the famous Czech brand and enlarging the number of its fans. The design of the limited edition reflects the ancient traditions as well as the mastership of the Czech brewers. Every can is a part of the Old Czechia. Beside the collectors' design, the Velkopopovický Kozel beer offered gifts to everyone who managed to unravel the special message that was encoded on the can.

Reference: <http://www.kozel.cz/>

Credits:

Country: Czech Republic

Designer: Yurko Gutsulyak

Other images:

