

WATER FOR WATER



Properties list:

- end-user packaging
- extra-use of packaging
- range of products
- new product
- water
- bottle
- plastics
- contemporary
- transparent
- typographical texture
- identity by typography
- identity by illustration
- packaging as a new medium

Water For Water is a bottled water company with 100% of profits going towards helping communities gain access to safe drinking water. Water For Water's vision is to help sustain and empower communities in areas where they don't have access to clean water but it also wants to gather and encourage individuals locally who want to see change through the sharing of information, events and of course the purchase of water!

Reference: <http://www.waterforwater.com.au/>

Credits:

Country: Australia

Year: 2010

Other images:

