

# WE THE PEOPLE

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## Properties list:

range of products  
concept  
box  
bottle  
alcohols and spirits  
wood  
glass and ceramics  
historical, traditional  
hand-made  
identity by typography  
end-user packaging  
adults

M. Wang: "This is a branding and packaging project for beer being brewed in the White House. Instead of being sold in stores, honorary guests receive this as a limited edition four-pack sampler from the President. This fictional brand is named We the People, drawing inspiration from the historic documents on which our nation is founded on. The labels on each bottle pay tribute to a different document. Similar to how these documents are displayed in the National Archives in Washington DC, the packaging is meant to be utilized as a display case."

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## Reference:

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## Credits:

**Country:** USA

**Designer:** Michelle Wang

Other images:

