

WE THE PEOPLE



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."

Reference:

Credits:

Country: USA

Designer: Michelle Wang

Other images:

