

AKZIDENZ GROTESK



Properties list:

- concept
- beer
- alcohols and spirits
- bottle
- glass and ceramics
- identity by typography
- contemporary
- identity by system of colour
- identity by colour
- range of products
- end-user packaging
- adults

From J. Andrade portfolio: "Since Germany is the third largest exporter of beer and typography Akzidenz-Grotesk comes from Berlin, I decided to create a beer in honor of one of the greatest and most influential typographies in history. I played with the different types of weights and widths and with the amount of alcohol in each beer. Each variation of typography represents a different level of alcohol. As a result we have five types of beers, light, medium, bold, extra and super."

Reference: <http://www.behance.net/gallery/Akzidenz-Grotesk-Beer/7422619>

Credits:

Country: Portugal

Designer: Joao Andrade

Other images:



' It is the work of anonymous typesetters: craftsmen, specialists, whose professional background and experience meant they were familiar with the finest subtleties and principles, and not just those of Grotesque. They gave Akzidenz-Grotesk the ultimate accolade a typeface can have: a functional, formal rightness, transcending the whims of fashion. '

Karl Gerstner