

PEAU DE L'OURS



Properties list:

- adults
- end-user packaging
- single product
- new product
- beer
- bottle
- glass and ceramics
- contemporary
- illustrated character
- identity by illustration
- identity by colour

‘Peau de l’ours’, meaning ‘bearskin’ in French, is a traditional beer from South of France. The name refers to the French saying « Il ne faut pas vendre la peau de l’ours avant de l’avoir tué », which means « Don’t count your chickens before they’re hatched ».

From this starting point, we decided to offer a beer that we could drink to celebrate an event or an award that it isn’t confirmed or received yet.

« Peau de l’Ours » is then assuming being the beer we could drink to congratulate friends about a prize that hasn’t come yet.

The chosen design simply focuses on a very minimal and playful illustration of a Bear in order to efficiently illustrate it, as well as the saying added underneath the brand: « Peau de l’ours, la bière qu’on boit pour ne pas vendre la peau de l’ours » which translates as « Bearskin, the beer we drink to not sell the bear skin »; referring once again to the well known French proverb.

A minimal geometry for background of the illustrated Bear, making reference to the oat, contributes to create the elegant, delicate but charismatic identity of this homemade beer.

A unique turquoise colour contrasting with the bottle, added to a clean typographic composition, create together this modern and attractive design.

Simple but elegant, the visual identity wanted to focus on the fact that the beer is traditional and does not compromise on its quality.

‘Peau de l’Ours’ is a beer that asserts its will to be singular without being casual.

Credits:

Country: France

Year: 2017

Designer: Yannick Martin

Agency: Wha-t

Other images:

