



**Properties list:**

gift packaging  
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update  
alcohols and spirits  
labels and sleeves  
box  
bottle  
transparent  
glass and ceramics  
identity by shape  
identity by typography

U'Luvka Vodkas have pioneered the super-premium category, capitalizing on a revitalized cocktail culture. Aloof's design for U'Luvka reflects a rich mix of ancient and modern Poland, alchemical philosophy, and Arts and Crafts references. The type identity was sympathetically refined from one of the first recorded Polish typefaces. Discretely branded, the bespoke bottle's silhouette ensures U'Luvka is instantly recognizable.

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**Reference:** [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

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**Credits:**

**Agency:** Aloof Design

Other images:

