

G PORT



Properties list:
end-user packaging
range of products
new product
identity by system of colour
alcohols and spirits
glass and ceramics
debossed, embossed
bottle

G Port represents a new concept in the wine field: a new brand for young, sophisticated and cosmopolitan consumers that reflects not only the high quality of the product but also traditional values. The bottle used is the typical dark one of Porto onto which is debossed the stylized "G" logo; the colour range, used for lettering and bottle top, differentiates the wine variety.

Reference: [Kozak Gisela, Wiedermann Julius, Package Design Now!, Koln, 2008](#)

Credits:

Country: Portugal

Year: 2001

Agency: Wren & Rowe

Designer: Michael Rowe

Other images: