## **G PORT**

G Port represents a new concept in the wine field: a new brand for young, sophisticated and c range of products osmopolitan consumers that reflects not only the high quality of the product but also t raditional 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.

## Properties list:

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

Reference: Kozak Gisela, Wiedermann Julius, Package Design Now!, Koln, 2008

Credits:

Country: Portugal

**Year:** 2001

Agency: Wren & Rowe

Designer: Michael Rowe

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