## **BOGOTÕ BEER**



## Properties list:

carrying system end-user packaging new product range of products alcohols and spirits beer additional structural elements folding carton bottle glass and ceramics cardboard and paper historical, traditional contemporary identity by typography photo to evoke identity by system of colour

A series of labels created for the microbrewery Bogotá Beer Company (BBC). The icon of the brewery is the old Ford truck which, indeed, delivers the beer at home, so it?s present in the la bels along with a very strong typographic work. The 4pack is a generic for any combination of the BBC beers.

Reference: http://www.bogotabeercompany.com

Credits:

Country: Colombia

**Year:** 2010

**Agency:** Lip Ltda

User: BogotÃ; Beer Company

Designer: Lucho Correa

## Other images:





