



Properties list:

- adults
- 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 labels along with a very strong typographic work. The 4-pack is a generic for any combination of the BBC beers.

Reference: <http://www.bogotabeercompany.com>

Credits:

Country: Colombia

Year: 2010

Agency: Lip Ltda

User: Bogotá Beer Company

Designer: Lucho Correa

Other images:

