

DEVIL'S PEAK



Properties list:

end-user packaging
range of products
new product
beer
alcohols and spirits
bottle
glass and ceramics
fantastic, fairy
identity by illustration
identity by system of colour
adults

Born as a response to the one-dimensional beer culture in South Africa, The Devil's Peak Brewing Company produces brews unlike any other beer you're likely to find locally. The designs reflect the intricacy of the different beer styles and the brewer's passion to create beers with unique character and depth. Craftsmanship, idiosyncratic style and the underlying belief of 'truth to material' equals four distinctive styles with four equally standout designs.

Reference:

Credits:

Country: South Africa

Year: 2012

Agency: Just Design

User: Devil's Peak Brewing Company

Designer: Jay Badenhurst

Illustrators: Studio Muti

Other images:

