

ACQUA MONTE ROSA



Properties list:

- end-user packaging
- range of products
- extra-use of packaging
- water
- new product
- bottle
- labels and sleeves
- plastics
- contemporary
- transparent
- identity by typography
- identity by system of colour
- packaging as a new medium

On the labels there are some sentences with the aim of reminding to the user the value of water. This is a message that points out the consciousness of environmental and ethical values of the product. Therefore, the slogans aim to make the user more aware of the need to preserve such a precious good for the Earth's life.

Reference:

Credits:

Year: 2006

User: Ecor

Other images:

