

SALVE AGUA MINERAL



Properties list:

- packaging as a new medium
- end-user packaging
- range of products
- extra-use of packaging
- concept
- water
- bottle
- contemporary
- plastics
- transparent
- identity by pictograms
- identity by typography
- identity by system of colour
- identity by textures and patterns

Salve("Save" in Portuguese), a product conceived and branded by À La Carte Design and developed in joint with Acqua Incorp. It's in the desire to do the good that "Salve" makes a call, turning the simple act of buying a bottle of water into a collaborative movement that helps to transform lives. The identity follows the concept of collectiveness, compounded by a mosaic of icons representing positive attitudes which, albeit small, form a greater picture; the importance of small acts that realize great things together.

Reference: <http://lovelypackage.com/salve/#more-11399>

Credits:

Country: Brazil

Agency: À La Carte Design

Other images:

