## 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 d eveloped 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:

