ATLAS BREWERY



Properties list:

update
alcohols and spirits
can and tin
metals
high-tech
metallic
identity by typography
identity by colour
single product
end-user packaging

Based in an aluminium smelter deep in the Scottish Highlands, Atlas wanted to take its cask beers into the off trade. With next to no budget the best solution was to work with elements already created for their pumpclips. This dictated a strong, simple, colourful range of packs under the umbrella of International Beers from the Highlands. The new designs ensured good standout on shelf and clearly differentiated from the competition. Pro-active projects include looking at a concept for a strong pale ale which we have named 5052 after the strongest grade of aluminium available.

Reference: http://www.good-creative.co.uk/atlas.html

Credits:

Country: UK
Agency: Good Creative

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