ALE BROWAR

Properties list:

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

The inspiration for the label design is the origins, ingredients and attributes of beer; each flavor is represented by a character who embodies the characteristics and the taste of every beer. The illustrations are fantasy and tattoo-style to differentiate the products from i mported beers.

Reference:

Credits:

Country: Poland
Year: 2012
Agency: Ostecx CrÃ©ative
User: Ale Browar

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