HELVETICA BEER

Properties list:
information about content
adults
end-user packaging
range of products
concept
beer
alcohols and spirits
metals
can and tin
contemporary
mass-market
metallic
identity by typography
identity by system of colour

A beer package design. The task was to create a package design using typography only. It was decided to create a package of swiss beer from Helvetica province brewery. So the font choice was pretty obvious.
The large digit tells us about an alcohol percentage of the beer, and the can color tells about a beer kind - lager or stout. Important customer information is in the focus, while the small logo is placed in the corner.

Reference: http://www.behance.net/gallery/Helvetica-beer/6549003

Credits:

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