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: Ã€ La Carte Design

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