RON VERACRUZANO



Properties list:
end-user packaging
alcohols and spirits
new product
single product
labels and sleeves
bottle
glass and ceramics
historical, traditional
transparent
identity by typography

RON VERACRUZANO Design Packaging for NDP of super premium mexican rums from Vercruzano. A half tube covers the bottom of the elegant bottle depicting a crest from it's source.

Reference: Kozak Gisela, Wiedermann Julius, Package Design Now!, Koln, 2008

Credits:

Year: 2005
Agency: P&W Design Consultants

Designer: Adrian White Foord

Typographer: Lee Newhan

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