



subjective project review



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Mountain Stories about Brands and Designs

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Mountains have fascinated people for centuries, but for a long time mountain walking and mountain climbing were not commonly practised.

Mountains have been worshipped, said to be inhabited by the gods, and sought out by prophets in need of divine counsel. There, human beings have sought inspiration, built monasteries and hermitages. It was only in the second half of the 18th century that people began to explore the mountains from another perspective, and the real explosion of fascination with mountains came at the turn of the 19th and 20th centuries.

Traveller Robert Macfarlane writes that mountains are a state of mind. Due to their majesty and inaccessibility, they are an infinite source of inspiration. Currently, we protect mountain ranges,

which is why they are associated with purity and wilderness. Atmospheric phenomena occurring in the mountains, their volatility, fog that obscures the shape of peaks... And that amazing game of light, its ability to rapidly change structure, the optical illusions that it evokes – flashes, reflections, rainbows of colours, iridescence... All of this inspires creators and attracts us to hiking trails. Mountains offer us what we are missing in everyday life: freedom, dreams, beauty, communing with nature. That is why, as a concept, they are often used in marketing and design. The rebranding of the popular Polish beer Tatra, carried out by our agency, inspired us to trace brands and other projects that originate from a mountain source. We invite you to climb higher!

TATRA



Tatra – the need for freedom

Mountains represent challenge, freedom, relaxation, nature. The new, more contemporary image of Polish Tatra beer is based on the universality of mountain associations. Expressive, vivid colours symbolise the sun and snowy peaks, but also

the mystery of discovering the mountains.

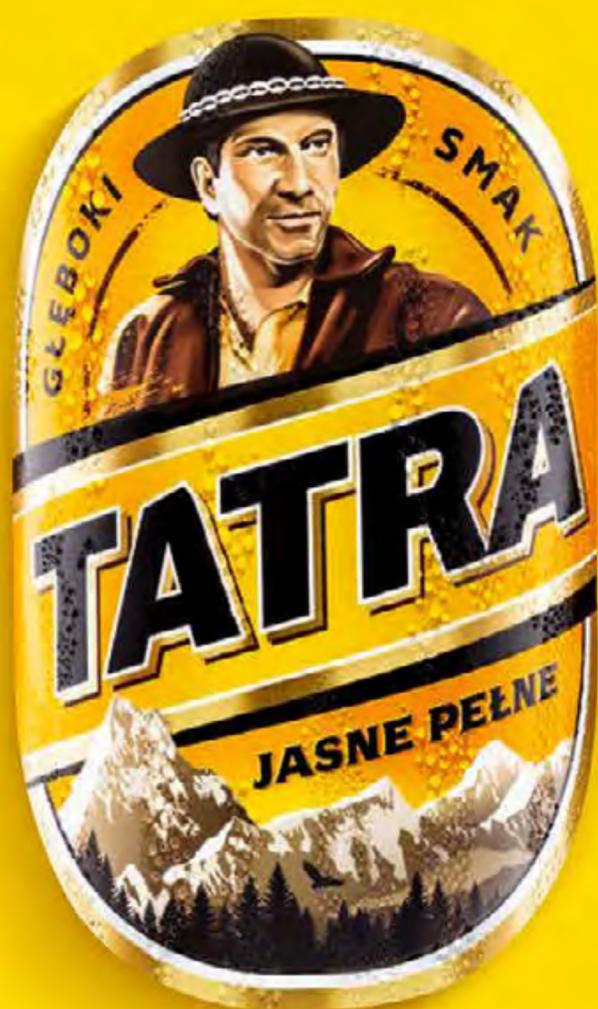
The motto for the design we proposed, “The need for freedom”, has become the slogan of the new, refreshed Tatra brand. We invite you to scale our mountain heights!



Not every man is a highlander or mountaineer, but everyone has the right to rest after a challenging day. This was the thinking that accompanied our work on the rebranding of Tatra beer.



Head for the mountains –
no highlander needed!



The brand is part of the portfolio of
Grupa Żywiec, one of the most
important beer producers in Poland.

Colour schemes have meaning

And that's why we changed the colour accents significantly. From heavy, orange-black, or even honey-black, Tatra has become yellow-blue. We also strengthened the golden accents in the descriptions and icons on the label. What have we gained? First of all, a

clear change at the level of overall brand perception (positive, likes challenges, close) and at the product level (more refreshing, classic beer, but a bit lighter).





The mountain landscape has now become an integral part of the logo.

TATRA

The logo features a stylized mountain range icon above the word "TATRA" in a bold, sans-serif font. The entire logo is rendered in dark blue on a yellow background.

TATRA

The logo features a stylized mountain range icon above the word "TATRA" in a bold, sans-serif font. The entire logo is rendered in yellow on a dark blue background.

TATRA

The logo features a stylized mountain range icon above the word "TATRA" in a bold, sans-serif font. The entire logo is rendered in gold on a dark blue background.

TATRA

The logo features a stylized mountain range icon above the word "TATRA" in a bold, sans-serif font. The entire logo is rendered in black on a white background.

Ukrainian Carpathians

Our journey through the mountains and designs begins in the Ukrainian Carpathians. It is also a tribute to the outstanding illustrator Yaroslav Shkriblyak from Ivano-Frankivsk in Ukraine, the author of this beautiful project and illustration.

The design tells a story full of wild natural beauty and purity, while winking at consumers, turning kitsch into art and combining the depth of the message with humour, in an extremely vivid way. Glory to Ukraine!



ПІВНІСЬКА М'ЯКЕ ЛАСЕР



пивоварний
мінь
укор, хміль.
ість
00 г

ПІВО

Масова частка
сухих речовин:

11%

вміст спирту
не менше:

20%



KARPATSKЕ

КАРПАТСЬКЕ

PORTER

ТЕМНЕ

Склад: Вода, солод ячмінний пивоварний, солод карамельний, солодовий екстракт, цукор, хміль.

Енергетична цінність / калорійність на 100 г продукту 58 ккал

ПИВО
Масова частка сухих речовин: **15%**

вміст спирту не менше: **5.1%** об.

Поживна (харчова) цінність, кількість вуглеводів у грамах (г) на 100 г продукту не більше 5,9 г.

Зберігати в затемненому приміщенні при температурі від +5°C до +20°C

0,5л

КАРПАТСЬКЕ

НАПІВТЕМНЕ LAGER

Склад: вода, солод пивоварний ячмінний, солод карамельний, цукор, хміль.

Енергетична цінність / калорійність на 100 г продукту 46 ккал

ПИВО
Масова частка сухих речовин: **12%**

вміст спирту не менше: **4.4%** об.

Поживна (харчова) цінність, кількість вуглеводів у грамах (г) на 100 г продукту не більше 4,7 г.

Зберігати в затемненому приміщенні при температурі від +5°C до +20°C

0,5л



КАРПАТСЬКЕ

НАПІВТЕМНЕ LAGER

Склад: вода, солод пивоварний ячмінний, солод карамельний, цукор, хміль.

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Зберігати в затемненому приміщенні при температурі від +5°C до +20°C

0,5л





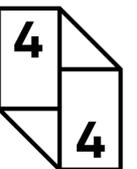
An incredibly atmospheric illustration of foggy mountains with the figure of an eagle is a perfect background for unfiltered beer.

A light lager depicts the mountains in the morning, promising good weather for the rest of the day.



Beer featuring a bear – this suggests a powerful aroma.



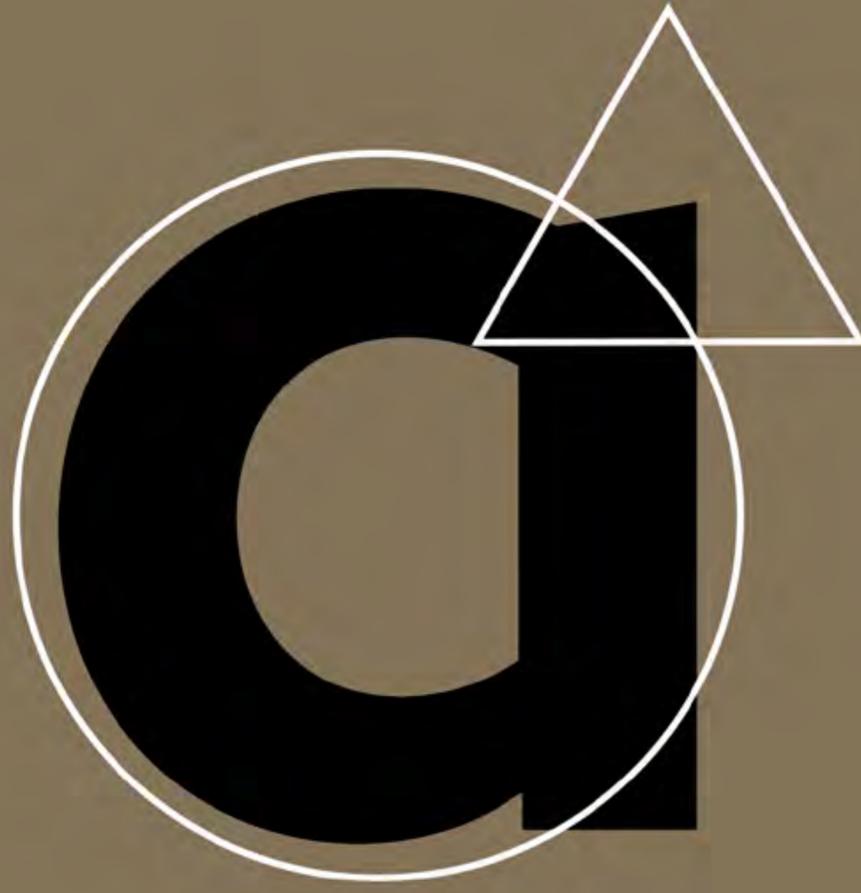


White star

The history of the brand dates back to 1906, when engineer August Eberstein and banker Alfred Nehemias began the production of ebonite ink quills with gold nibs imported from America. According to the legend, the name was created during a game of cards, during which one participant used a colourful comparison to associate feather quality as the peak of stationery craftsmanship and precision with the most majestic

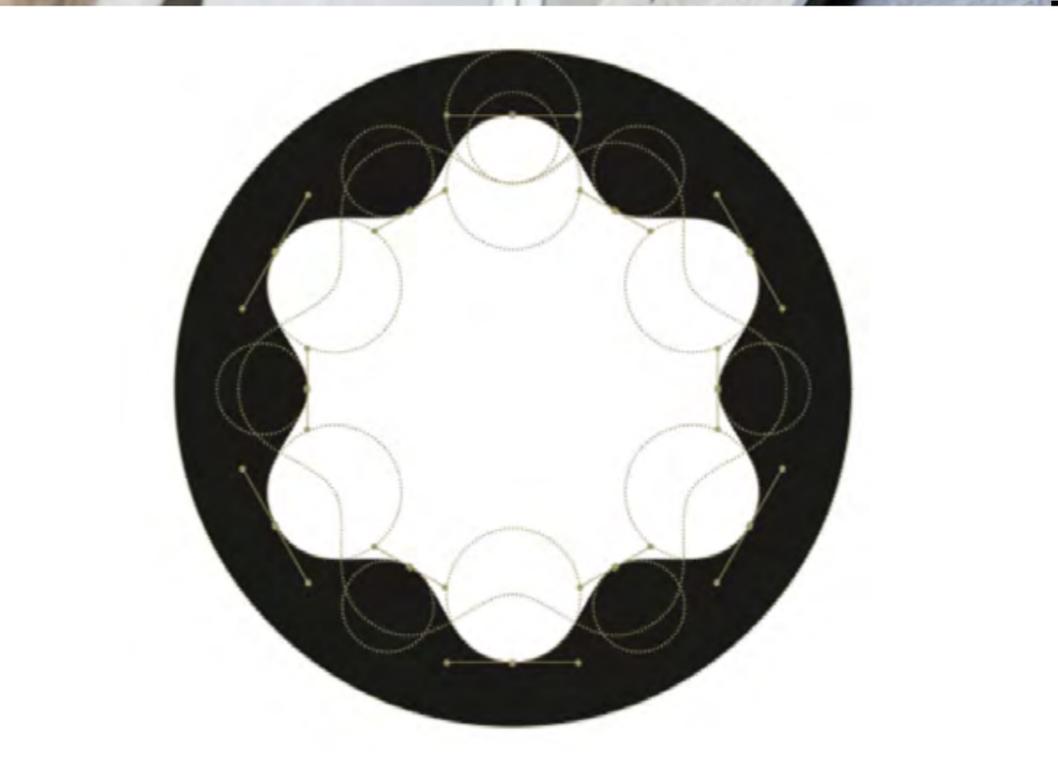
mountain in the Mont Blanc Alps. The trademarks, name and Mont Blanc white star were registered in 1913 and operate to this day in an evolutionarily modernised form. The logo was redrawn on the basis of circles and triangles, reflecting to more accurately the high-quality character of the brand, while the shape of the letters refers to mountain peaks. On this basis, a unique font was also constructed for the brand.





 **MONT** 
BLANC





Crafted for
New Heights

MONT BLANC TYPE

THEQ
UICK
BROW
NFOX

thequick
brownfo

Ë?
!%

лиса

01234

Aa Aa Aa *Aa* Aa

Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZÅÖ
abcdefghijklmno
pqrstuvwxyzää

Medium

ABCDEFGHIJKLMNO
PQRSTUVWXYZÅÖ
abcdefghijklmno
pqrstuvwxyzää

Regular

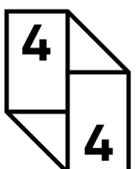
ABCDEFGHIJKLMNO
PQRSTUVWXYZÅÖ
abcdefghijklmno
pqrstuvwxyzää

Italic

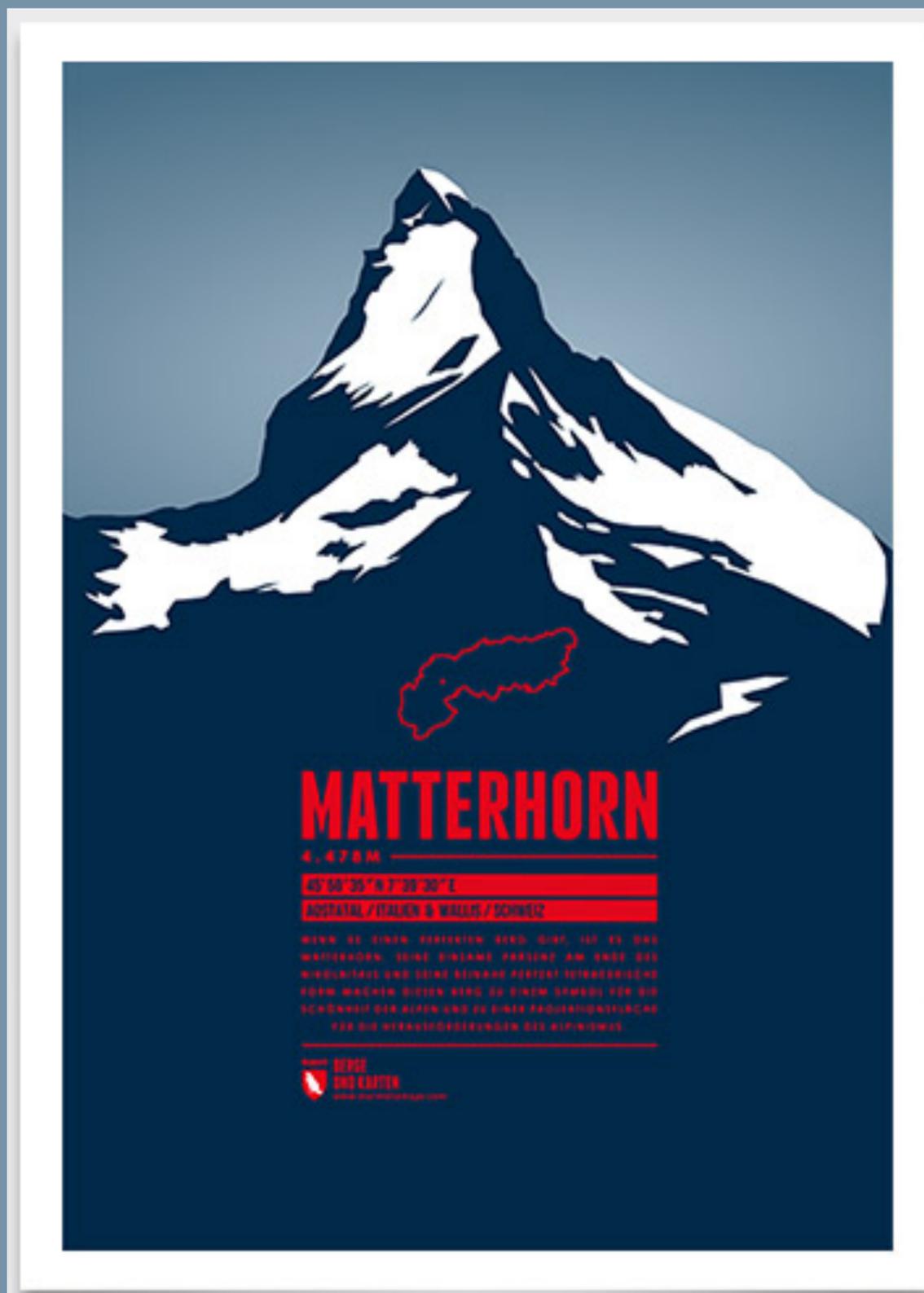
*ABCDEFGHIJKLMNO
PQRSTUVWXYZÅÖ
abcdefghijklmno
pqrstuvwxyzää*

Light

ABCDEFGHIJKLMNO
PQRSTUVWXYZÅÖ
abcdefghijklmno
pqrstuvwxyzää



If there is a perfect mountain, it has to be the Matterhorn. Its lonely rocky-ice pyramid rises among the glaciers of the Pennine Alps. The characteristic, almost perfectly tetrahedral shape makes the mountain a symbol of the beauty of the Alps and the dream of mountaineers.



So many products completely unrelated to Switzerland or even to the mountains have used the symbol and name of this very characteristic mountain that the local authorities decided to protect their heritage. Zermatt Tourismus registered both the logo and the word

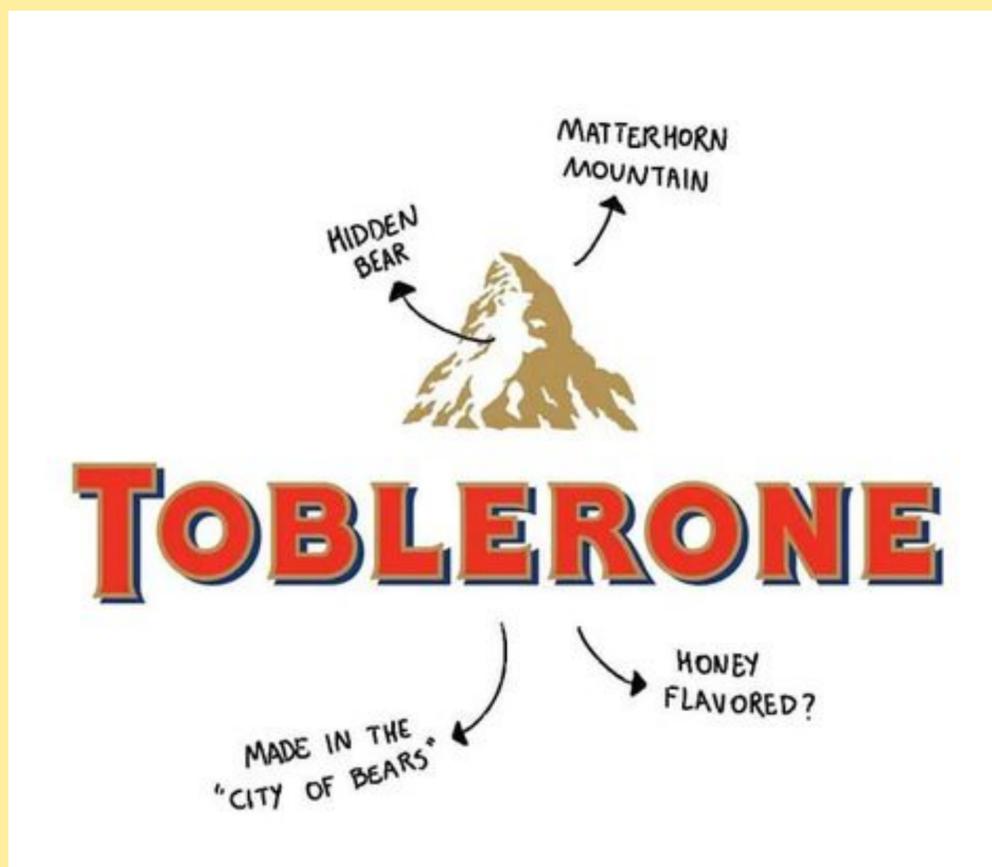
“Matterhorn” as official trademarks. This means that the word cannot be used to describe products other than those that originate in the Zermatt Matterhorn region of Switzerland. Time will show how effective this solution is.



Toblerone has no need to use the name of the mountain. It is enough that the peak appears in the logo and creates an undeniable association: triangular summit – triangular chocolate – Toblerone – Switzerland. The connection with the Alps is obvious, but there is another meaning in

the logo: a bear hidden in the shape of a mountain, symbolising Bern, the origin of Toblerone. This Swiss town is often called a city of bears. The golden colour, in turn, is a reference to the honey nougat, which represents the DNA of the brand product.





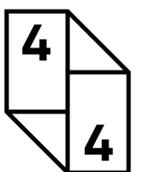
Legend has it that the famous logo of Paramount film studio was created on the basis of a drawing drawn on a napkin by W.W. Hodkinson, one of its founders (and at the same time a man known as the creator of Hollywood). The drawing refers to his

childhood in Utah. If this really is Utah, then the summit it resembles has to be Ben Lomond, with a height of 2,961 m. The logo was in use from 1914 to 1967. Over the years, the shape of the mountain changed, becoming more and more pointed.





In 1986, Paramount bought a painting by Dario Campanile and developed a “film” version of the logo based on it. The new, iconic summit is a pure figment of the artist's imagination.



American bourbon in a mass-market edition. While maintaining recognisable whisky codes, a distinctive element of design in the form of black mountains was created, with a rough structure that is perceptible to the touch. An interesting formal solution engages the

consumer, ensuring that the label has a characteristic “feel” in addition to the design. This multisensory interaction is complemented by the experience of quality and... the pleasure of spending time with the drink.





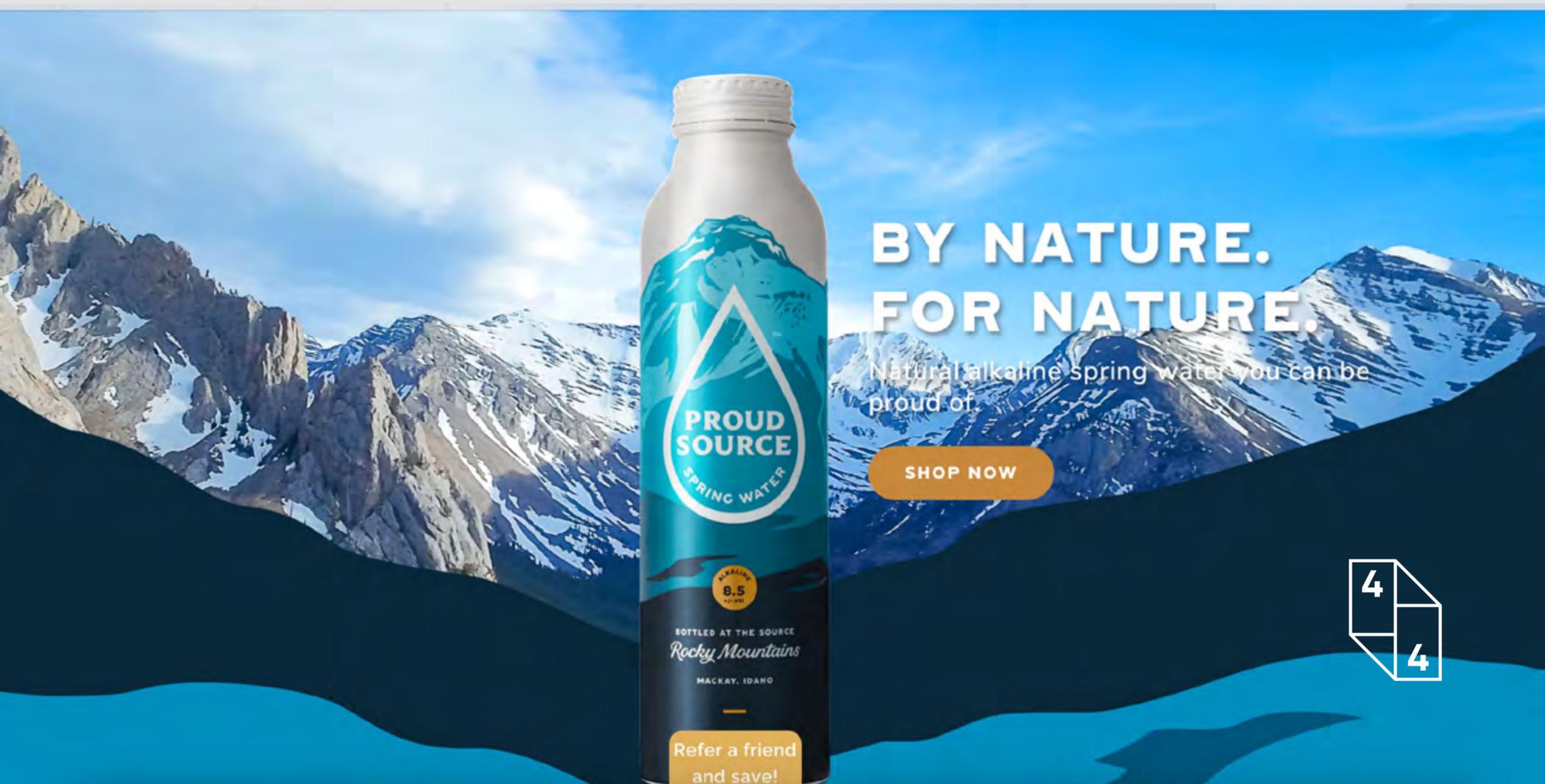


Water in aluminium bottles?
Does it work?

As a brand with a mission,
Proud Source chose
aluminium over plastic,
because aluminium can be
recycled endlessly. Aluminium
never loses its properties,
which makes it the most

frequently processed raw
material.

As much as 75% of the
aluminium produced is still in
use.

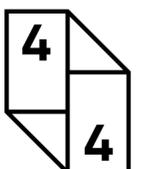




Mackay, Idaho is located in the Rocky Mountains, a region that was once seismically and volcanically active. Ancient layers of rock provide natural filtration and rich minerals, giving its water extraordinary alkaline properties.



Alkaline water from Rocky Mountain springs hidden in aluminium bottles.



CRAFTED BY NATURE



NATURALLY FILTERED SPRING WATER



NATURALLY OCCURRING MINERALS & ELECTROLYTES



BOTTLED AT THE SOURCE



Refer a friend and earn!

BOTTLED FOR NATURE



INFINITELY RECYCLABLE



BPA-FREE LINER



FUND OUTDOOR CLEANUPS

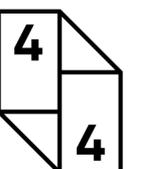
OUR GLOBAL IMPACT

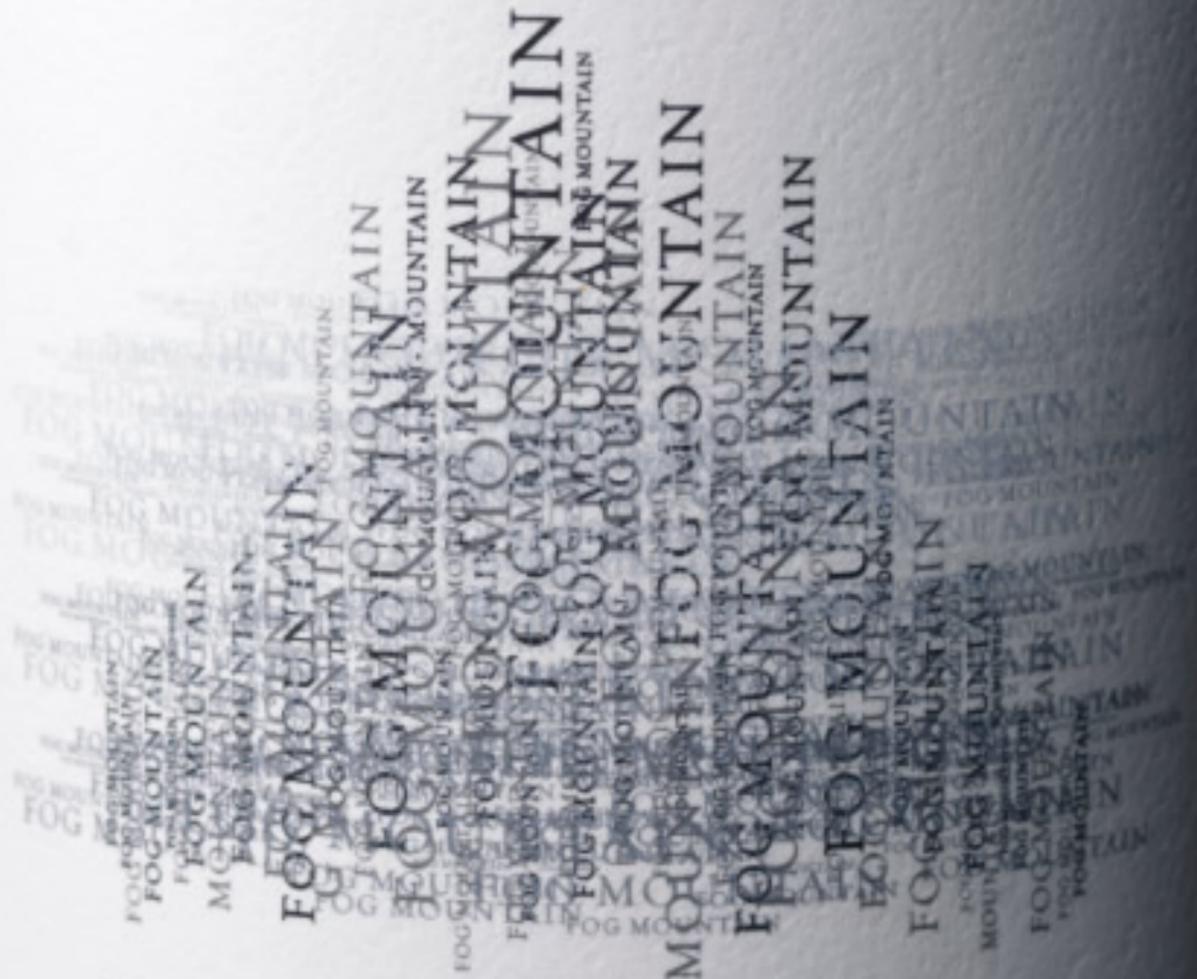
Our goal is to donate \$5 Million back to the environment by 2030, and to divert 200 Million bottles from landfills and back into a truly recycled world.



FOG MOUNTAIN

This project is a kind of test to make sure you haven't had too much to drink... Having trouble reading it? Is the mountain looking foggy? Save the rest of your wine for later :)





FOG MOUNTAIN

2008

CALIFORNIA NOUVEAU

RED WINE

1 LITER

Virginia's subtropical maritime climate and hilly, highland areas at the foot of the Appalachians are perfect vineyard locations. The highest one is located at an altitude of 1,700 feet, which the brand uses in its narrative. And when it was discovered that nearby bears also liked

to steal grapes, it was inevitable that the bear became a symbol and featured element of the packaging. That's the story of the Stone Mountain vineyard brand.



GRAPES FROM
THE CLOUDS

At 1,700 feet, family-owned Stone Mountain Vineyards sits high on the foothills of the Blue Ridge Mountains, producing award-winning wines with superb Monticello terroir.



Handwritten illustrations made with pen and pencil try to communicate the misty, nostalgic atmosphere of the region.



Blue Mountains, Jamaica



The Blue Mountains in Jamaica are covered with tree ferns. This is where one of the most valued coffee varieties in the world comes from.

The Blue Mountains range in Jamaica, a UNESCO World Heritage Site, lent its name to regional coffee with valued, as well as literally valuable beans (a kilo of this coffee can cost as much as several thousand zlotys). The Blue Mountains are home to forests, waterfalls, fog, and

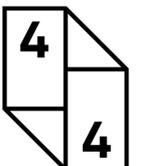
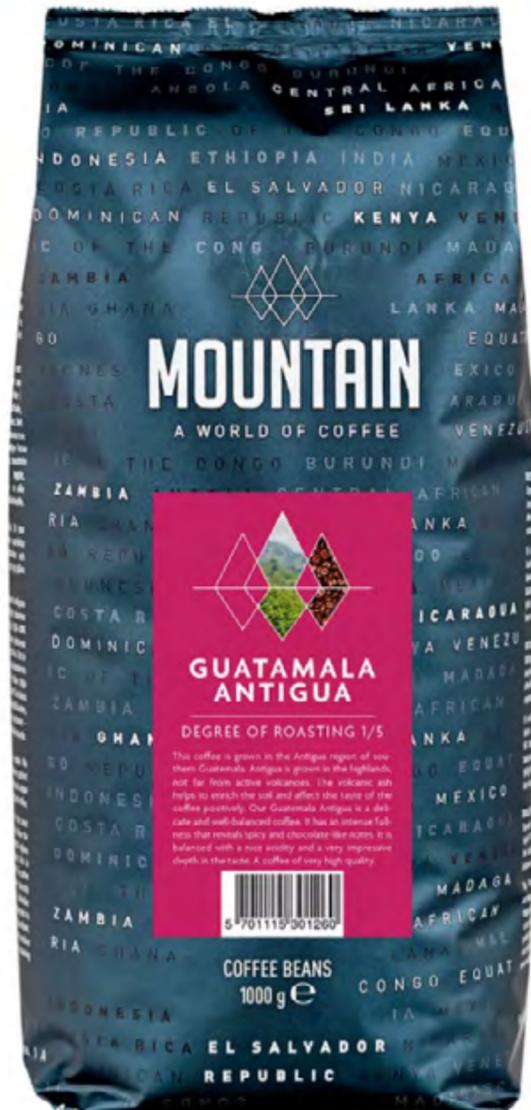
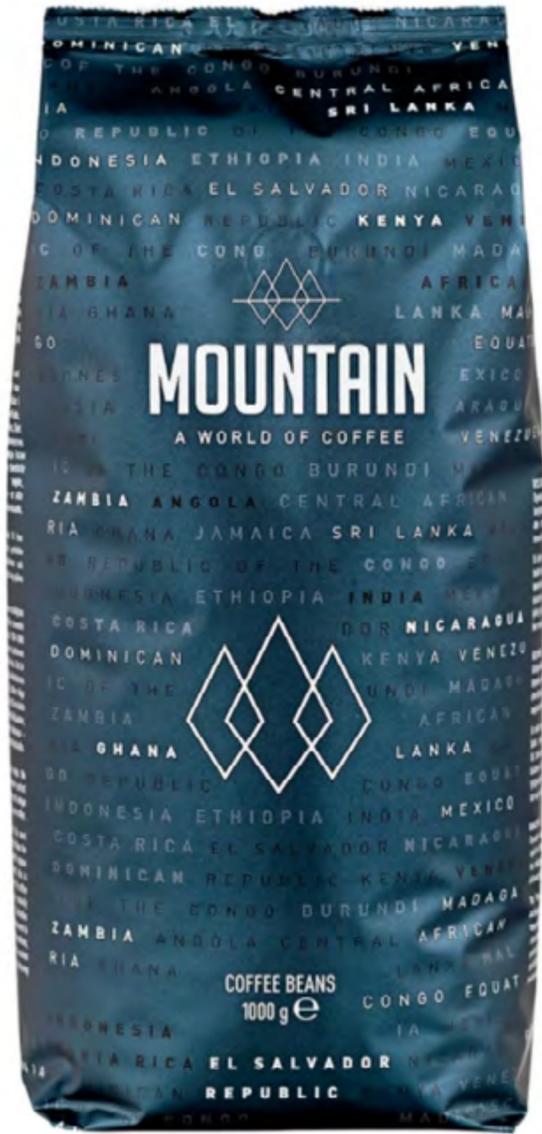
the scents of flowers, fruits and herbs. And it is this unique aroma that guarantees the excellence of Blue Mountain Coffee. In order to use the name, you must obtain a certificate of origin from the Jamaican organisation JACRA.



Mountain Coffee beans come from plantations in different countries, but they are all cultivated at high altitudes, feature beans of optimal quality, and, above all, good working conditions for employees. In the case of coffee, as well as other products, consumers have

great power: guided by social responsibility, we can carefully choose manufacturers and brands sensitive to environmental issues and working conditions. And if we choose a well-designed product, this is a perfect win-win :)





French Evian Alps



The Evian water brand, one of the most iconic in its category, actively uses its packaging for communication, surprising consumers with creative limited edition labels. In our mountain summary, we are focusing on a campaign summarising 20 years of Evian's commitment to people and the environment.

In order to reduce environmental costs, Evian transports 60% of the water from its sources by train, supports local agriculture, extracts water while respecting nature, supports the protection of fauna and flora and ensures packaging recycling. All this is reflected in the illustrations by Tom Haugomat.









respect

faune

evian®

EAU MINERALE NATURELLE



F.U.J. 10202606



* Vivons jeunes

0,5 L e

locale

evian®

EAU MINERALE NATURELLE



F.U.J. 10202606



* Vivons jeunes

0,5 L e

Evian doesn't rest on its laurels. They promise to become a fully circular brand by 2025. Taking advantage of the strength of a brand built over many years, they decided to take a bold step by launching a 100% recycled bottle without any label. The only branding is embossed on the bottle. The only problem is the caps – we are still waiting for a technological solution that will support full packaging circularity.



Alpine-style gin

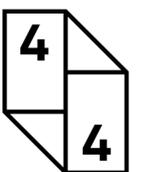
Fairy-tale illustrations for the craft, fresh character of Off-Piste gin. Beyond the trail... where it is wild, clean, natural and fresh. Although inspired by the Alpine climate, this gin is still very English







Leaving the trail (although this is usually not allowed :)), you can meet the forest's wild inhabitants – the characters featured in these fairy-tale illustrations.

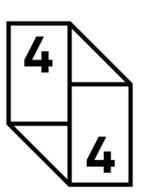




In addition to classic plants used to create gin, the composition includes alpine cornflowers and rowans.

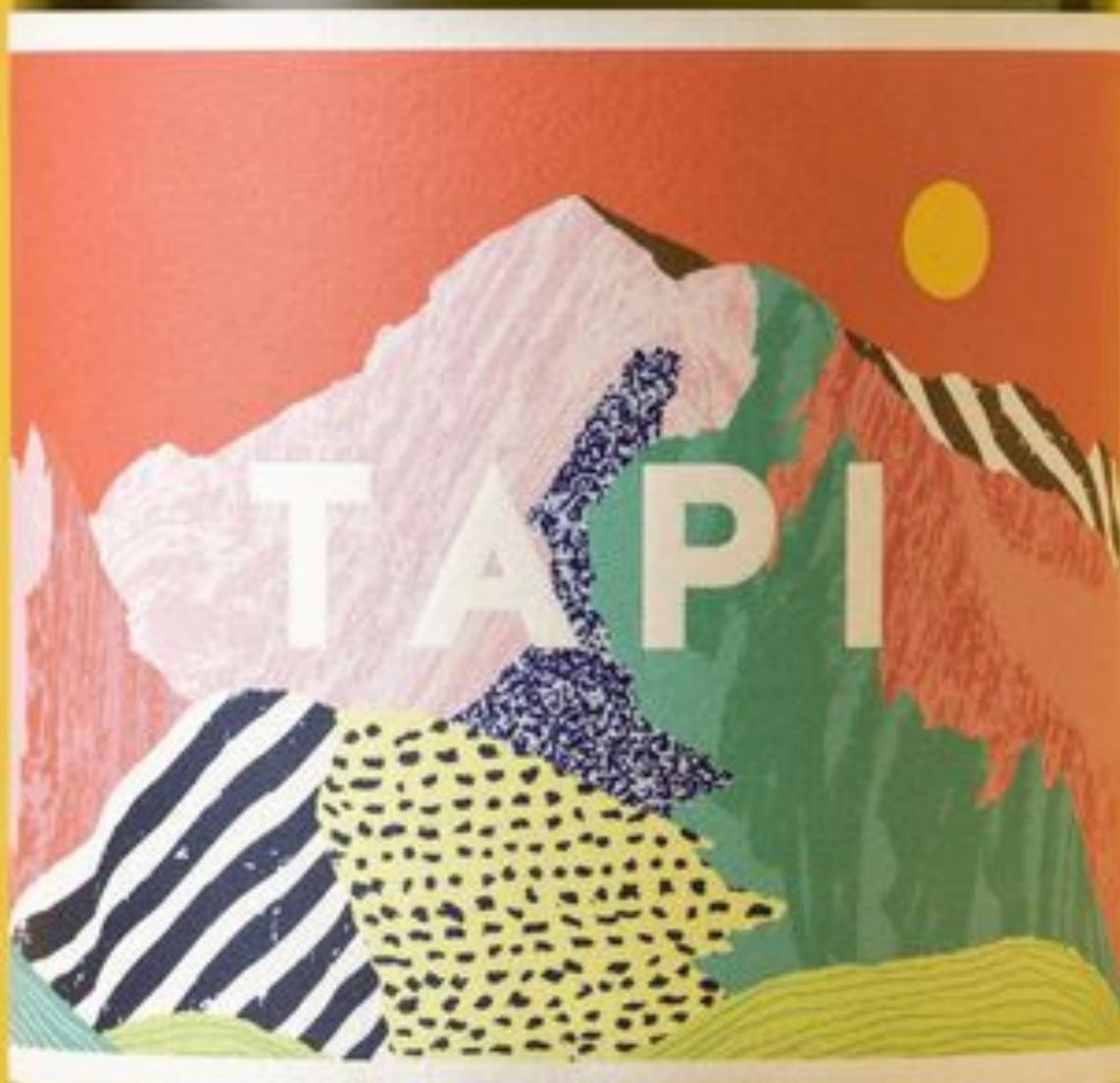


The attention to detail in the design emphasises the quality of the product.



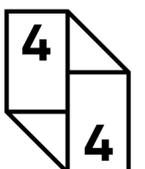
Mount Tapuae-o-Uenuku in New Zealand is the highest (2,885 m) peak outside the Southern Alps, located in the north-eastern part of the island. The name of the mountain, translated from the Maori language, means "footprint of the rainbow". The locals shorten the name to Tappy/Tapi. Both of these

aspects inspired the organic wine brand TAPI, addressed to a younger group of consumers. Each plane of the summit is a different texture and colour, just like the light that changes structure in the mountains and enchants us with a rainbow of colourful sensations.





In the 1940s, young Edmund Hillary climbed the “Tappy”. The snowy peak takes on a Himalayan look and is a good base to prepare for longer trips. A three-day trekking tour, featuring the Hodder River, which must be crossed over seventy times, is quite a challenge! Are you game?





Serra da Estrela is the highest mountain range in mainland Portugal; its highest peak is Torre (Malhão da Estrêla) at 1,993 m. The mineral water brand, with springs located in the Serra de Estrela National Park at an altitude of 1,200 m, takes its name from this range. The new look of this brand is the result of its

repositioning. The mountains reflected in crystal clear water reflect the new slogan of the brand: "A Serra das Serras, A Água das Águas" (Mountain of Mountains, Water of Waters).





A SERRA DAS SERRAS
serra da
estrela
A ÁGUA DAS ÁGUAS

The mountains reflected in the water emphasise its crystalline purity.

The mountain element also appears as embossing at the bottom of the bottle.



Glendalough, a glacial valley of two lakes in the Wicklow Mountains in Ireland, is both a place of beauty and home to the fascinating history of early medieval monks. The first monastery was founded here by a monk named Kevin at the beginning of the 6th century. The beautiful, mysterious mountain scenery,

dotted by the ruins of seven monasteries, alongside the remains of gates, towers and other medieval buildings, form such a unique landscape that Ireland is trying to add the Glendalough valley to the UNESCO World Heritage List.





Glendalough Valley is home to a unique distillery that produces alcohols based on local herbs and plants. The uniqueness of the recipe consists in the use of freshly harvested plants for distillation, without prior drying or extraction. Every morning, a herbalist employed in Glendalough

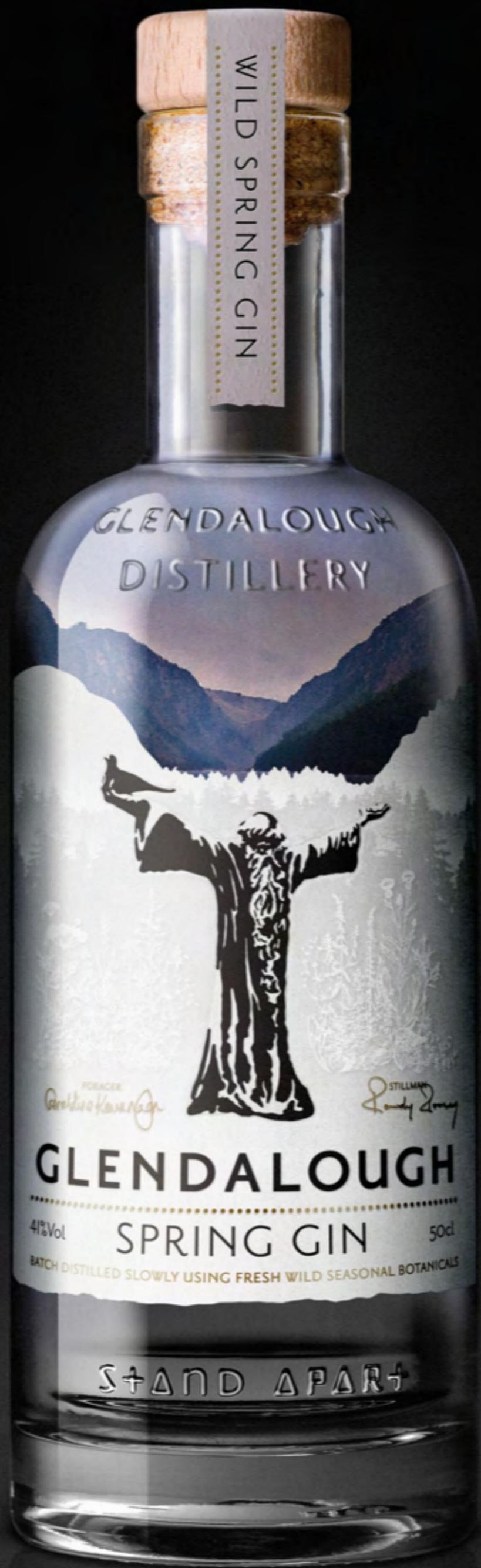
goes out to forage for the appropriate plants. One batch represents at most 3,000 bottles of distillate. Each season incorporates different plants, hence the local gin has a seasonal character and a different taste in spring, summer, autumn and winter.



The symbol of Glendalough is St. Kevin standing in the lake with a blackbird and its eggs in his hands. The monk was so at one with nature that, during one of his prayers, it is

said that a female blackbird landed in his palm to lay her eggs. Legend has it that he stood in the water long enough for her to sit on them until they hatched.





WILD SPRING GIN

GLENDALOUGH
DISTILLERY

FORAGER
Caroline Keenan

STILLMAN
Randy Young

GLENDALOUGH

41% Vol

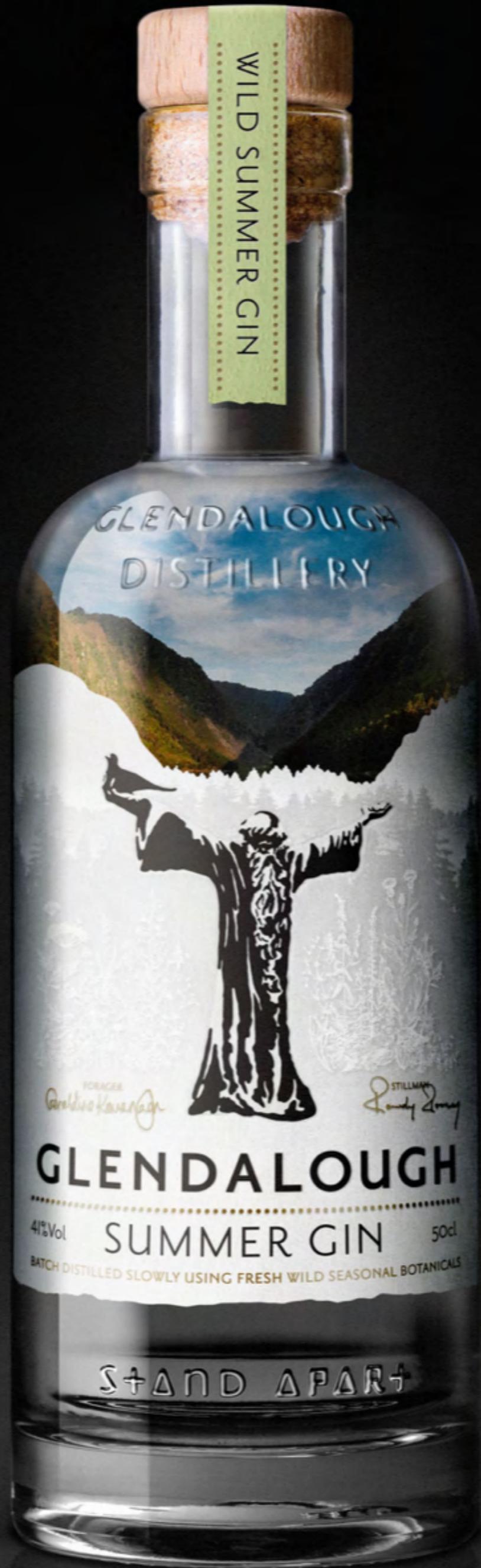
SPRING GIN

50cl

BATCH DISTILLED SLOWLY USING FRESH WILD SEASONAL BOTANICALS

STAND APART





WILD SUMMER GIN

GLENDALOUGH
DISTILLERY

FORAGER
Caroline Keenan

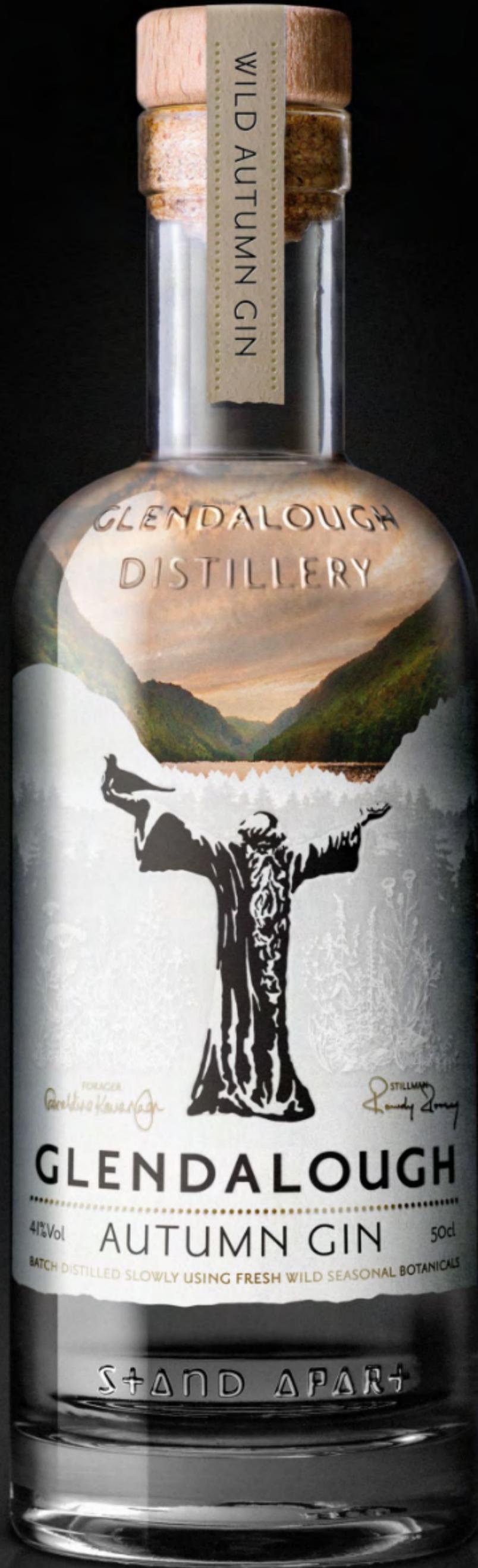
STILLMANN
Randy Young

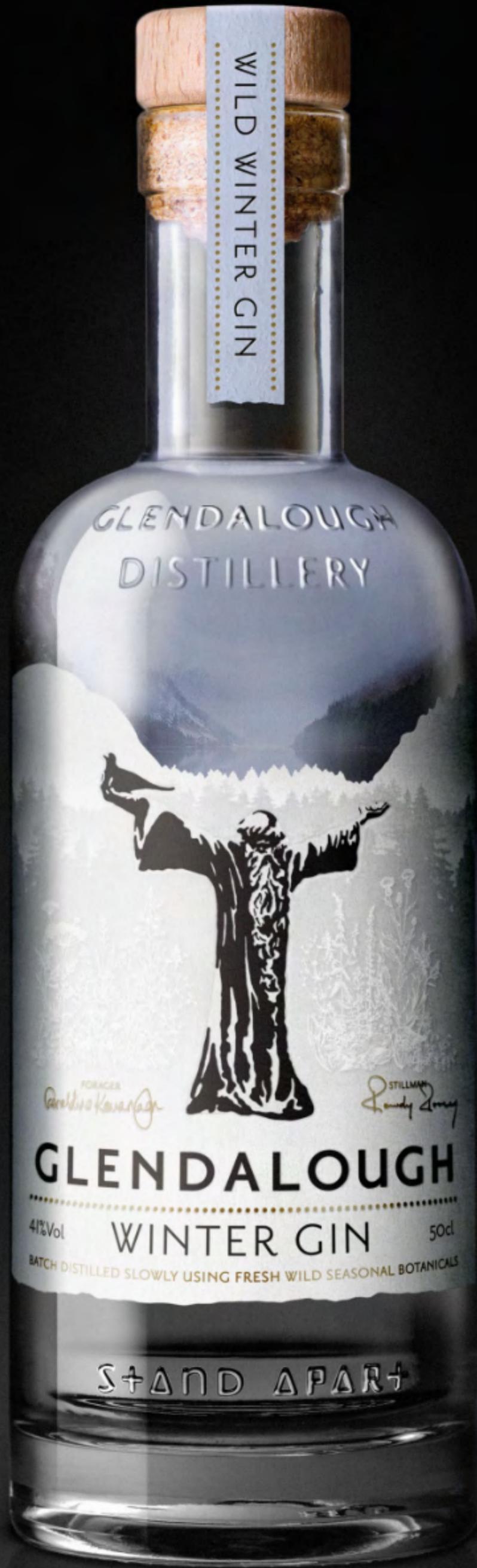
GLENDALOUGH

41% Vol SUMMER GIN 50cl

BATCH DISTILLED SLOWLY USING FRESH WILD SEASONAL BOTANICALS

STAND APART





WILD WINTER GIN

GLENDALOUGH
DISTILLERY



FORAGER
Caroline Keenan

STILLMAN
Randy Young

GLENDALOUGH

41%Vol **WINTER GIN** 50cl

BATCH DISTILLED SLOWLY USING FRESH WILD SEASONAL BOTANICALS

STAND APART



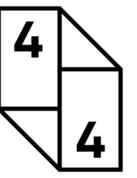
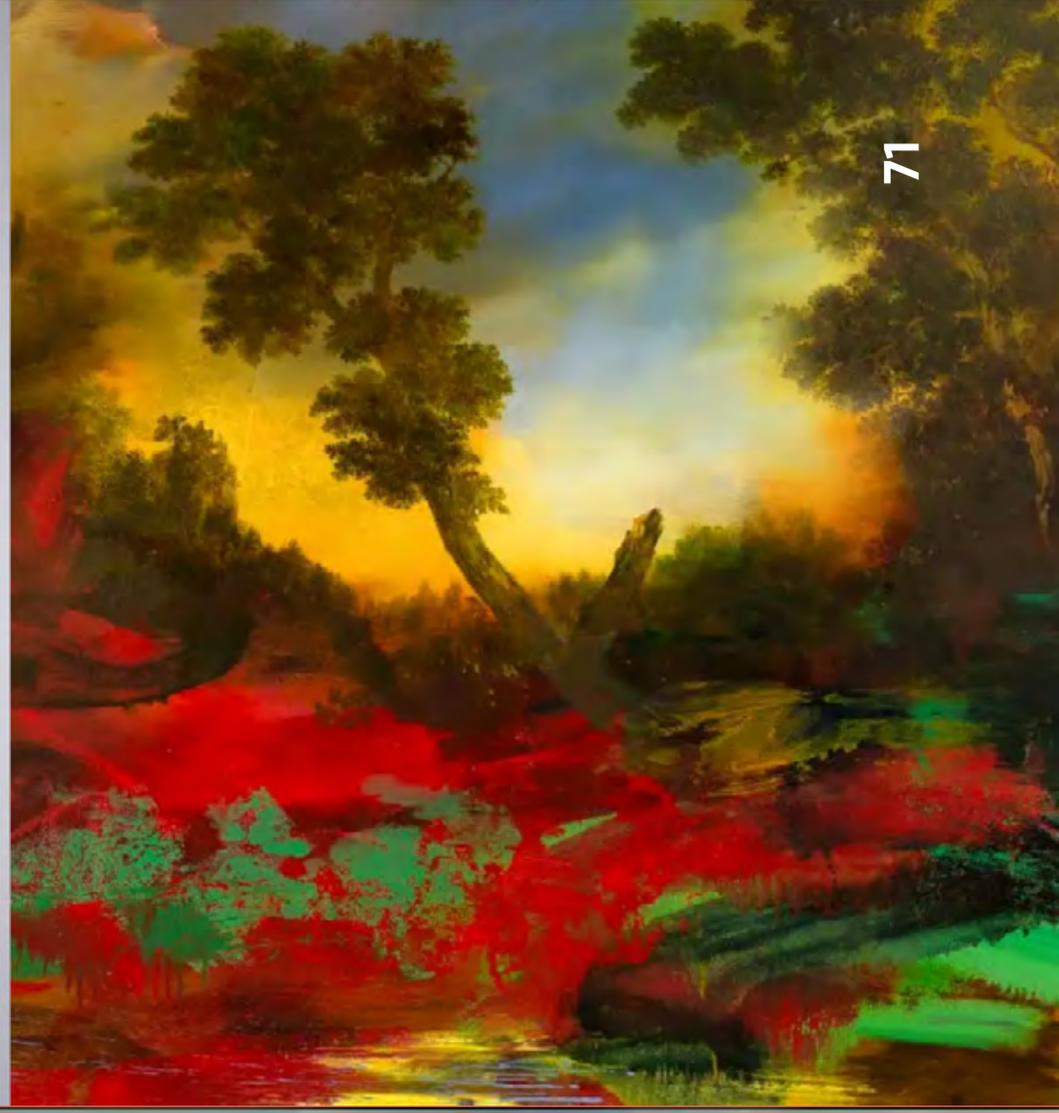
Snowdonia is a national park in Wales, which takes its name from the highest peak of Snowdon. It includes part of the massif of the Cambrian Mountains, which is very old, heavily eroded, covered with heaths and peat bogs and enshrouded in a mysterious fog. As we've seen before, this kind of location is perfect for a distillery of gin and other traditional spirits. The Snowdonia Spirit labels are a

tribute to Celtic culture. The Celtic symbol in the upper part of the label is the Afanc, or local water monster, while at the bottom of the label we can see the silhouette of Mount Snowdon. However, the real art is on the back of the bottle. These are original paintings by artist and nature activist Alan Rankle – landscapes inspired by Wales.









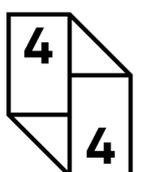
Mountains inspire us
not only as an
image, but also as
a form.

package3
more0

This design of a coffee table by Charles Birk reproduces the topography of the Himalayas around Mount Everest.



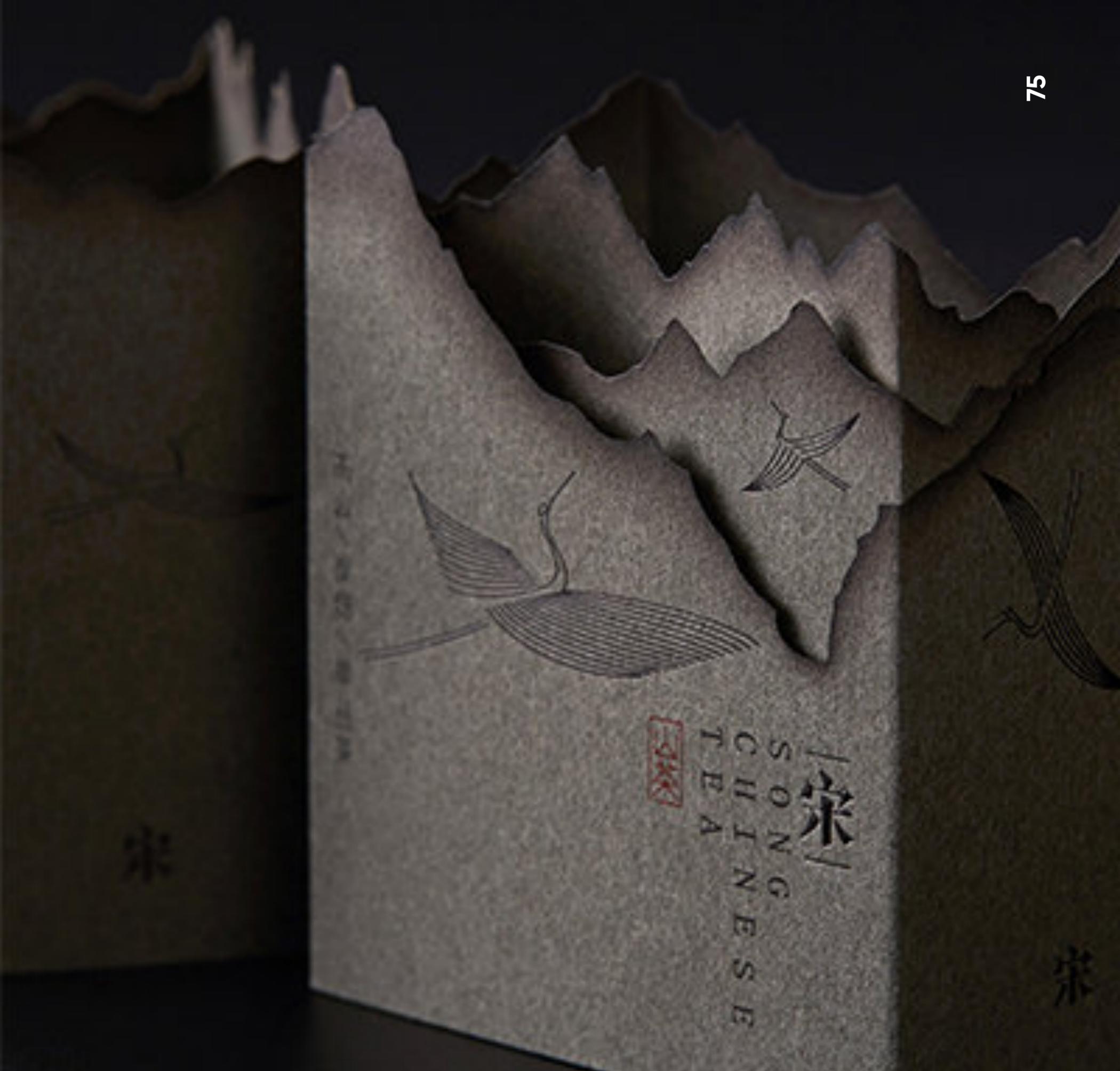
Plastic collected from the ocean was used to craft the mountain form – it's the artist's fascinating technique to demonstrate how a lifestyle object can be created from waste.



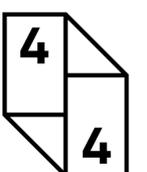
Mountain Tea Song leaves grow high in the mountains, at an altitude of about 1,000 metres, and are harvested and roasted with charcoal in three different concentrations, from light to strong. In order to reflect the mountain origin of the tea, as well as to highlight the unique roasting process, the author

of the project, Lin Shaobin, first burnt the shapes of the mountains using different types of paper. Then the irregular edges were scanned and laser cut. The result is a beautiful packaging that imitates a jagged ridge and foggy mountain landscape.



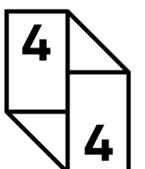


The burnt ridge and depth of the mountain landscape are complemented by drawings. Cranes made with feathers are inspired by the culture of the Song dynasty.





Matterhorn has such a characteristic shape that it does not require a caption... but it asks for a special setting: the snowball effect with 22-carat gold flakes is a distinguishing feature of the Swiss Premium Gold Selection collection from the Swiss distillery Studer. It's almost a shame to drink such liquor!







While craft beers revolutionised the approach to packaging design years ago, nowadays the most interesting trends can be seen in the gin category. Gin has become a field of excellence in creating brands with incredibly beautiful design concepts.

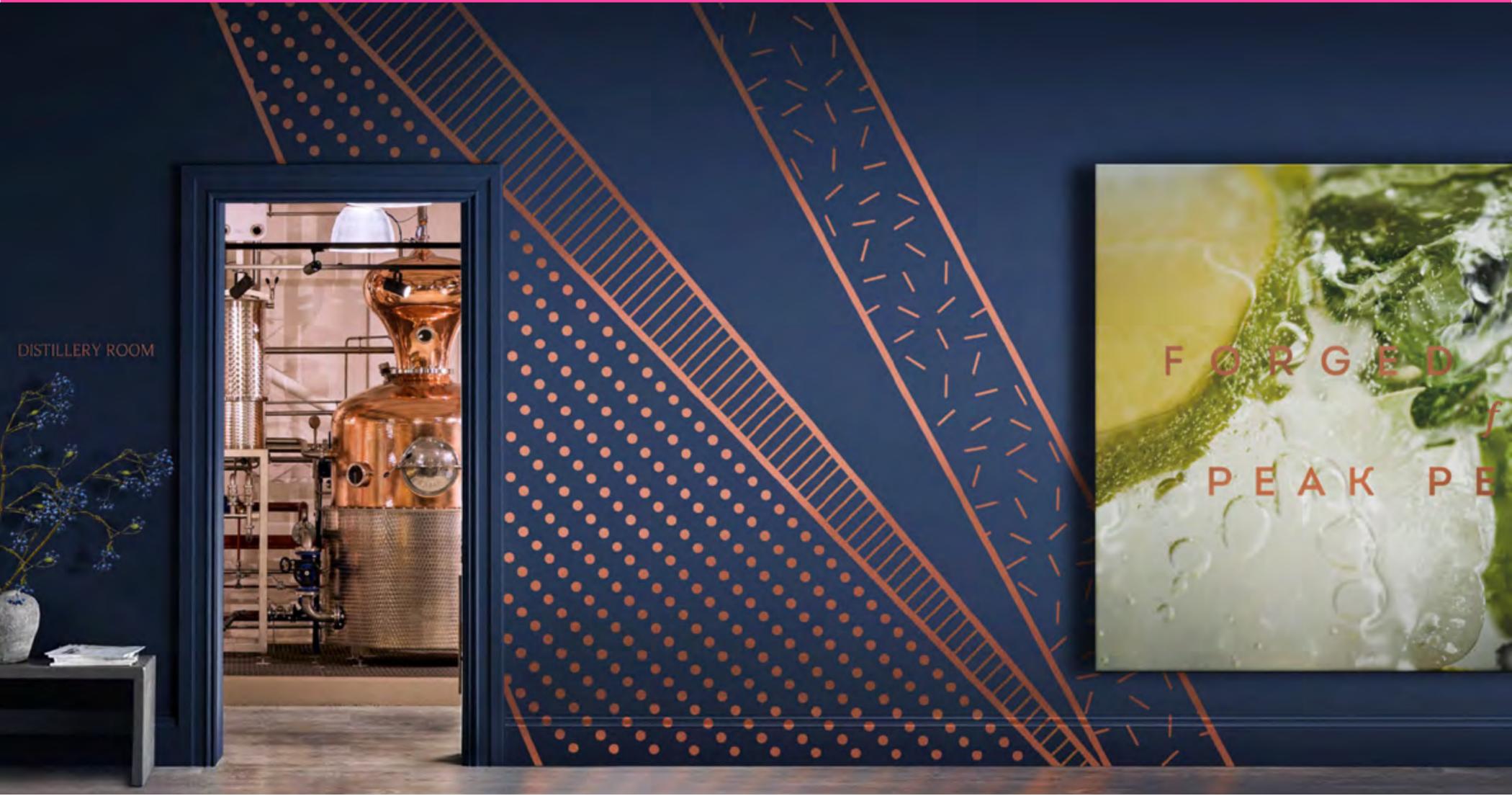
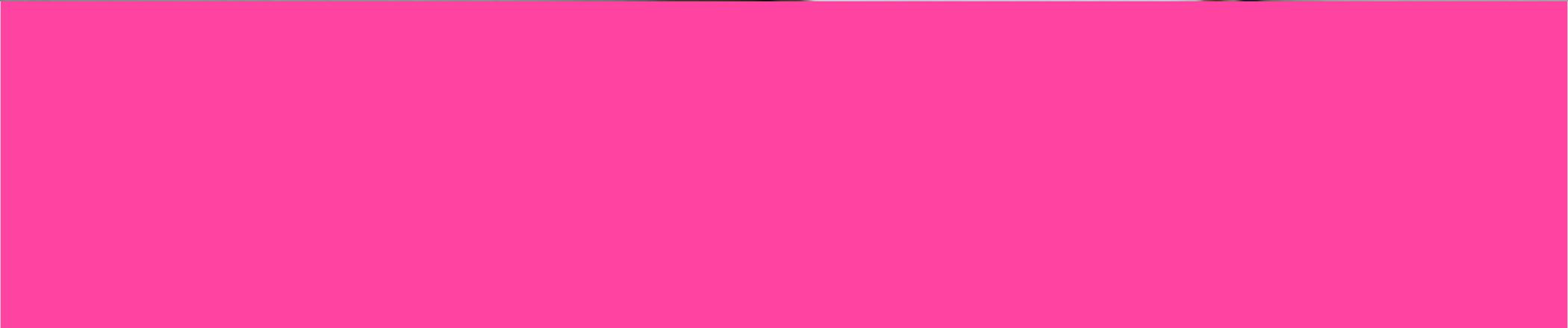
In the mountain list, we present Shivering Mountain.



Shivering Mountain is an example of a holistic branding approach: from the name, through the branding of distilleries and structural design of the packaging, to the details of the description.



SHIVERING
MOUNTAIN
DISTILLERY







HAND CRAFTED

SHIVERING
MOUNTAIN

PREMIUM DRY

GIN

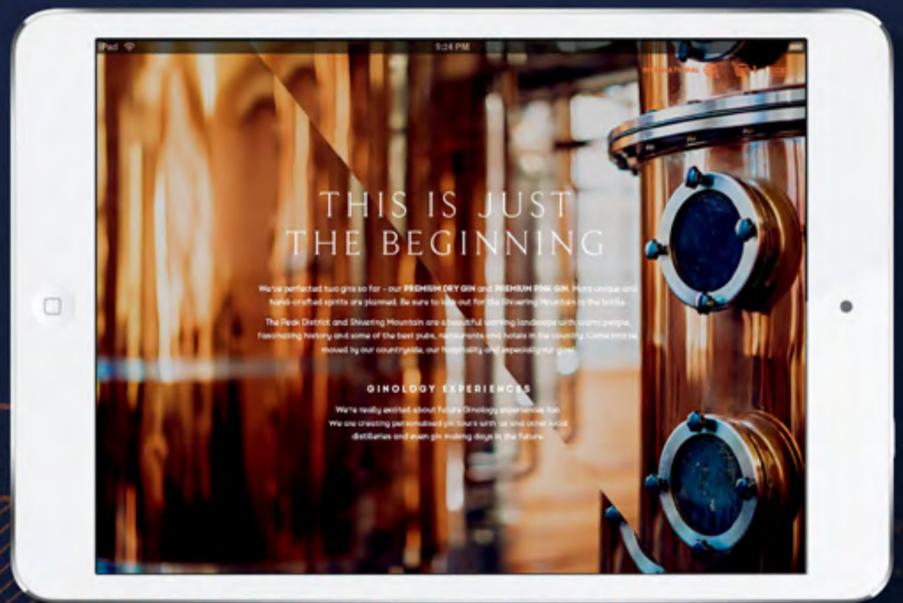
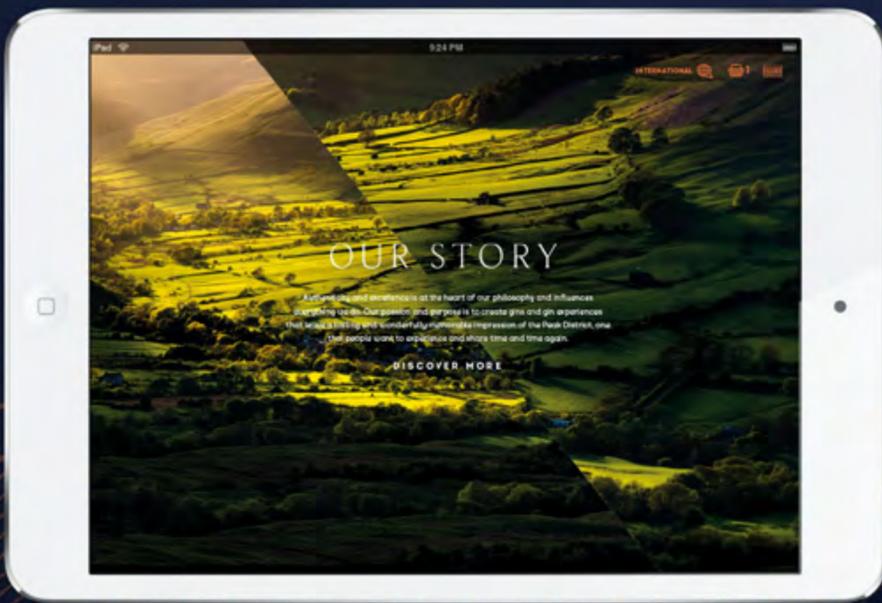
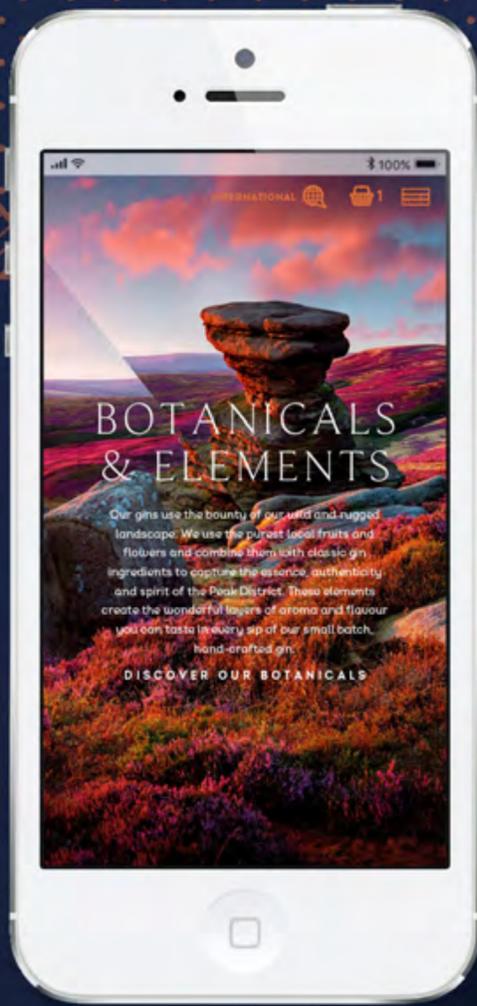
SMALL
BATCH

70cl e 40% Vol

SHIVERING
MOUNTAIN

DISTILLERY

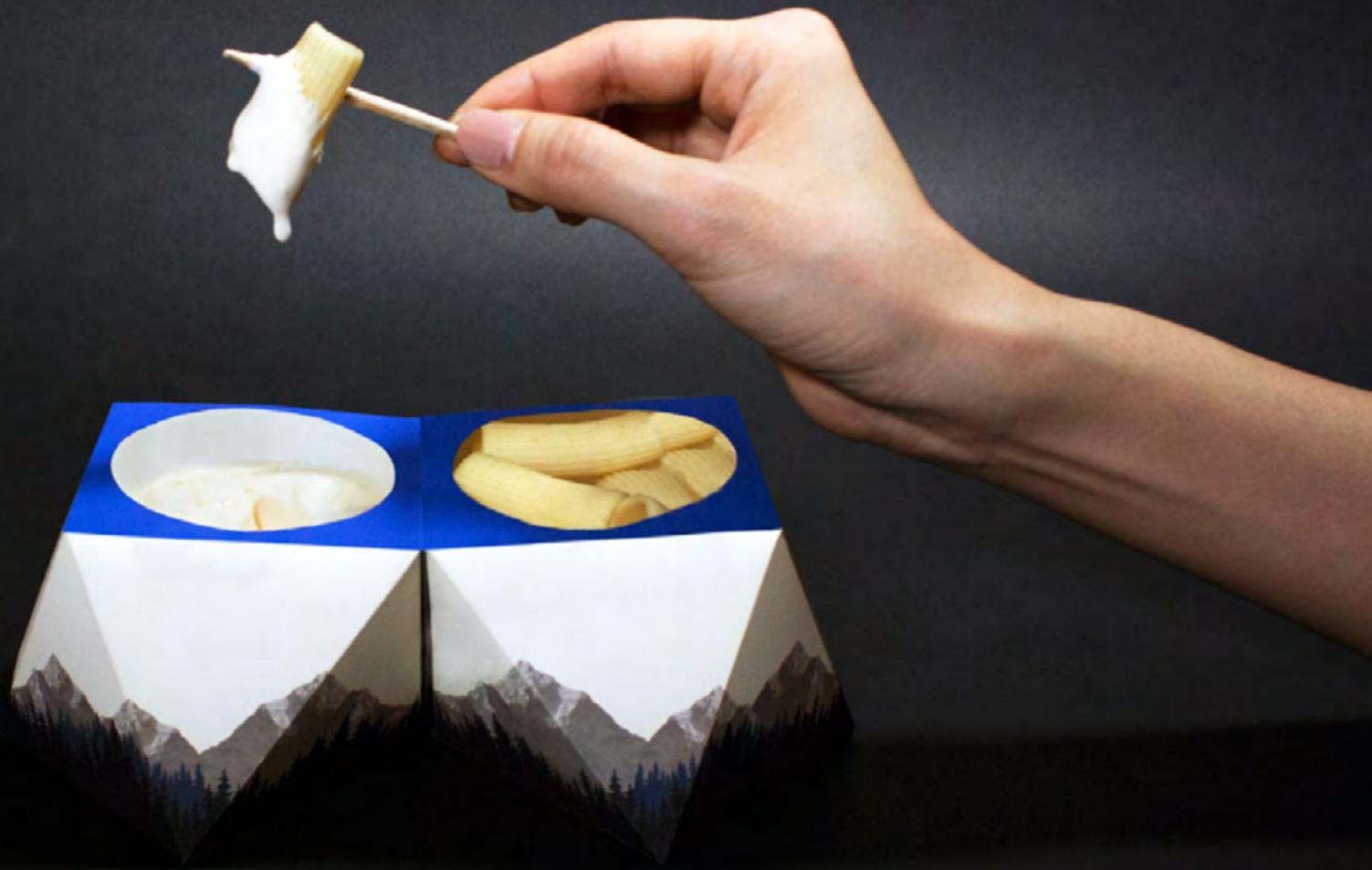
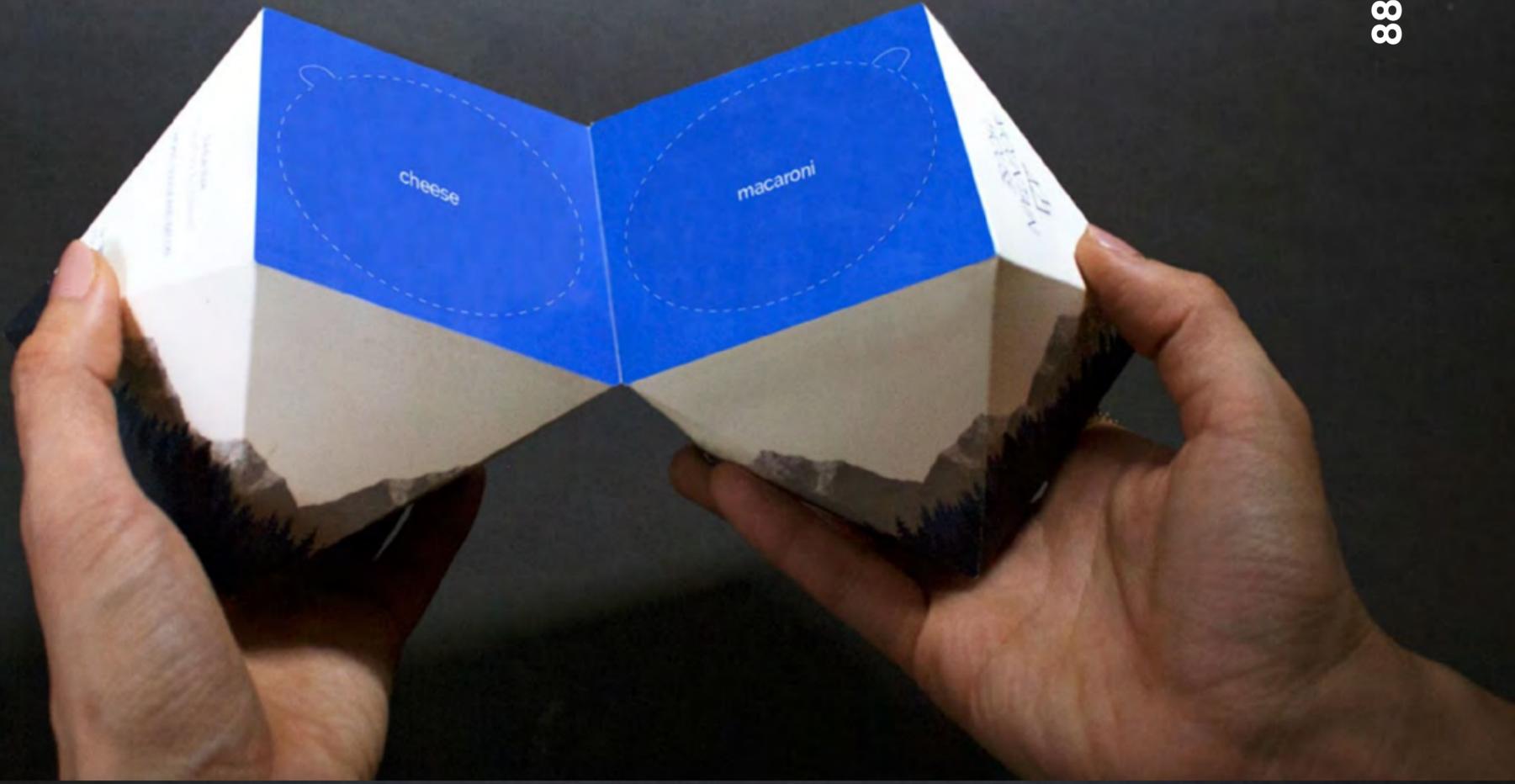






A very interesting structural project created by students from the Pratt Institute in New York. Luxury takeaway: pasta and fondue-style cheese placed in a self-heating package, which is activated after breaking the seal and joining the two points of contact on the back of the package.





Located in a former power plant in Melbourne, the “high level” café features a few intimate, multi-level platforms whose industrial character is softened by interior design and decoration. Wall murals and other identification elements depicting foggy mountains make customers

feel as if they are sitting at the top of a mountain – on the “higher level”.

This is the kind of place where you can truly take a deep breath and relax over a cup of coffee.









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