

# Actual Bottle Size

Package Design  
Justin Milligan



# Beer Flavors

Package Design  
Justin Milligan



# Label Design

Package Design  
Justin Milligan



A Cork to handle the pressure of the ale while it finishes fermenting within the bottle.

A silver label above to grab the viewers attention from a distance.

Garth Graphic font for the “Dante’s Infernal ale” with outlines transferred from Illustrator. A bold font that dates the beer.

Clean lines to show an eloquent beer.

A black background to show the vibrant colors of the streaks and the title of the font.

The font is also Garth Graphic, the color of the font is to represent the flavor of the ale.

The blue is to give it a strong yet calming feel, the red to also alert the viewer with the blue giving it a cooler feeling.

# Justification

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## Pantone Colors Solid Coated



base bottle  
color 476 C



bottle overlay  
color 492 C



Top label  
color 429 C



Streak  
color 295 C



Font  
color 1815 C

The colors used would be beneficial for showing the flavor of the ale. Where the colors of the streaks can be useful for catching the viewers eye.

The shape of the bottle gives a masculine feeling to the viewer. However the color of the font can help draw in the feminine demographic.

The "Dante's Infernal ale" will draw in the literate demographic as well, because the idea was taken from The Divine Comedy, an epic poem by Dante Alighieri

The names "Traacherous", "Fraudulent", and "Lustfully" come from the name of three of the nine levels of hell.

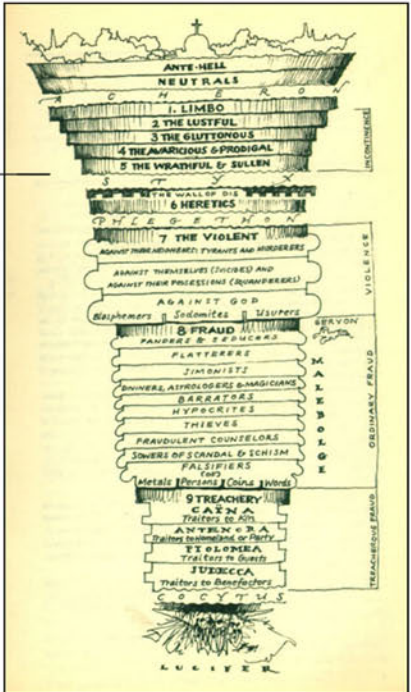


# Research

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Texture used for the cork



Nine levels of hell



The Coke bottle where the main highlights were taken from



The top label idea was based off of this Smokestack.



The idea of a cork branched into this from the smokestack.