

JAILBOY

fumoir d'âme





We came up with something fascinating that is illuminating Tequila. It is a luxurious drink which make you stand out amongst the crowd and also enhances the ambience of the event. This illuminating drink is made to bring out spark in you. It has four elements that is Water(blue), Fire(red), Earth(green) and Air(white). We've created four family of Tequila corresponding with four elements. Each of the elements contains 4 elements of nature and each element tequila differs in profile and production method.

FOUR VARIANTS

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Water (blue)



Fire (red)



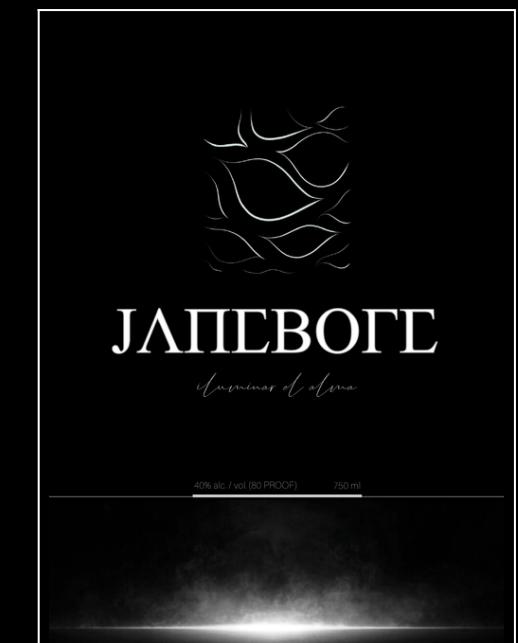
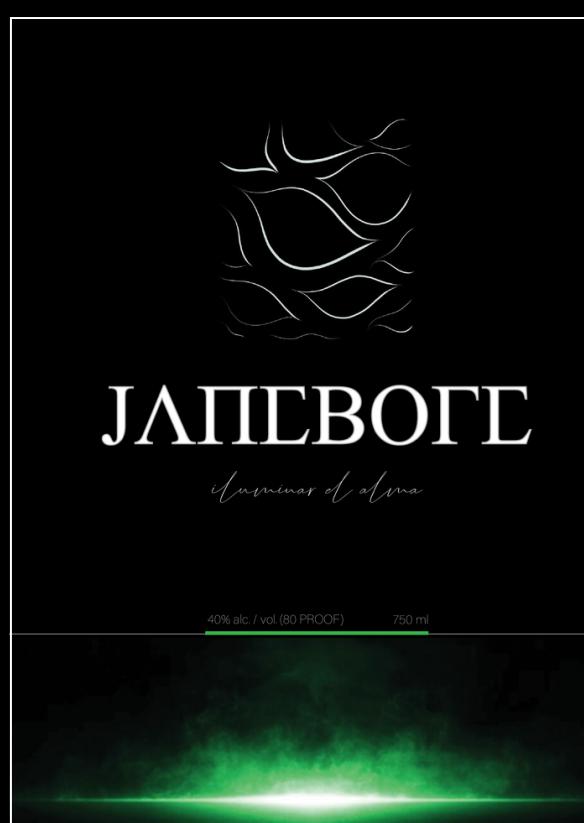
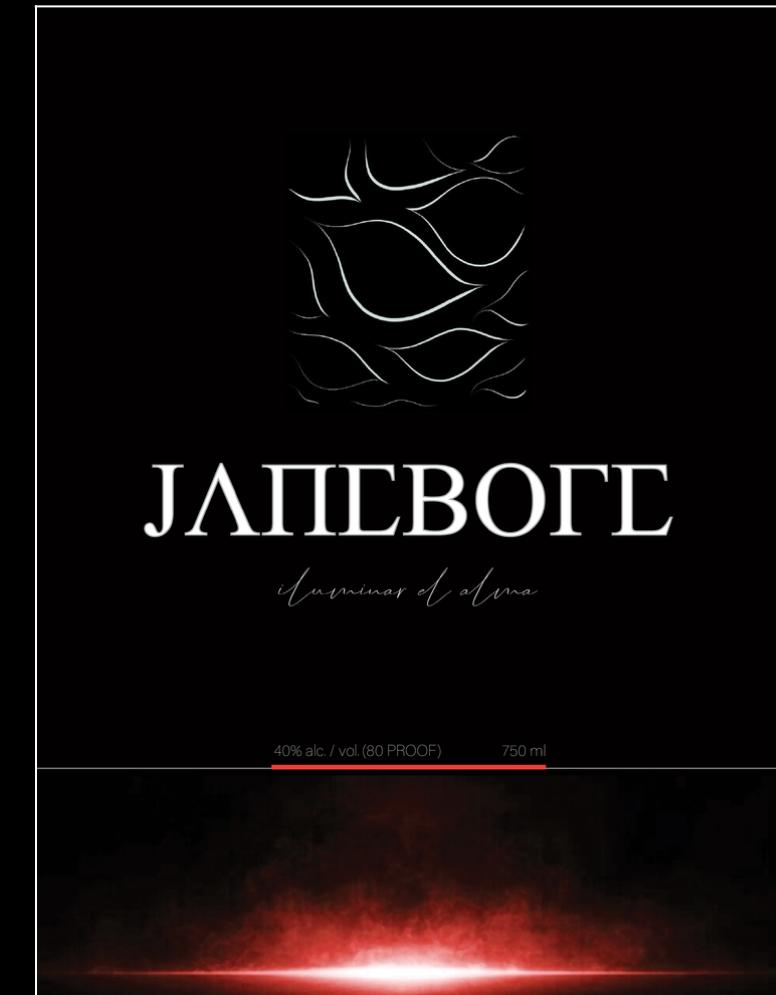
Earth (green)



Air (white)



LABELS



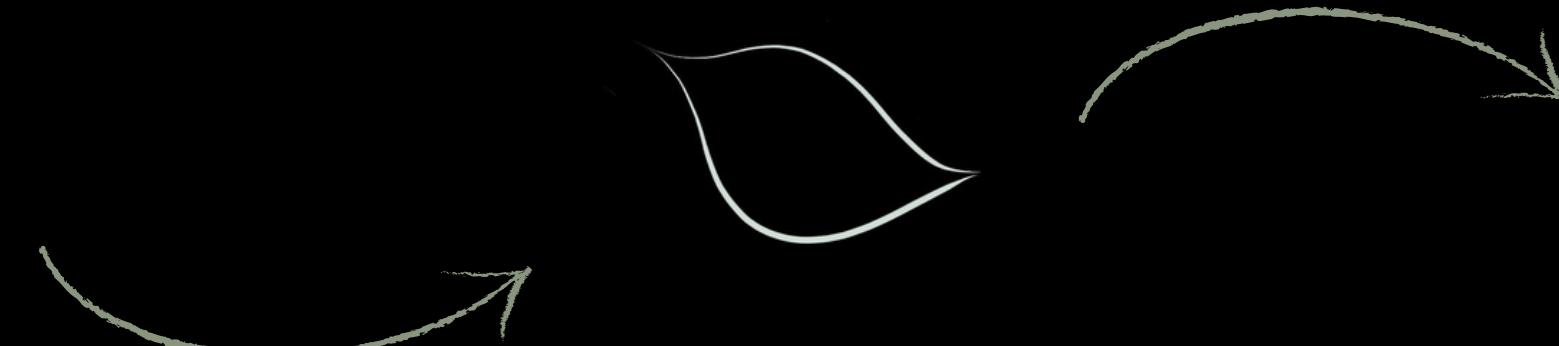


Luminar d' alma

LOGO INSPIRATION



Agave plant from which tequila is made . The spiny leaves are cut and the caudex of plant is used further to make it.



Main form of the caudex.



Pattern formed from the chosen form.

TAGLINE

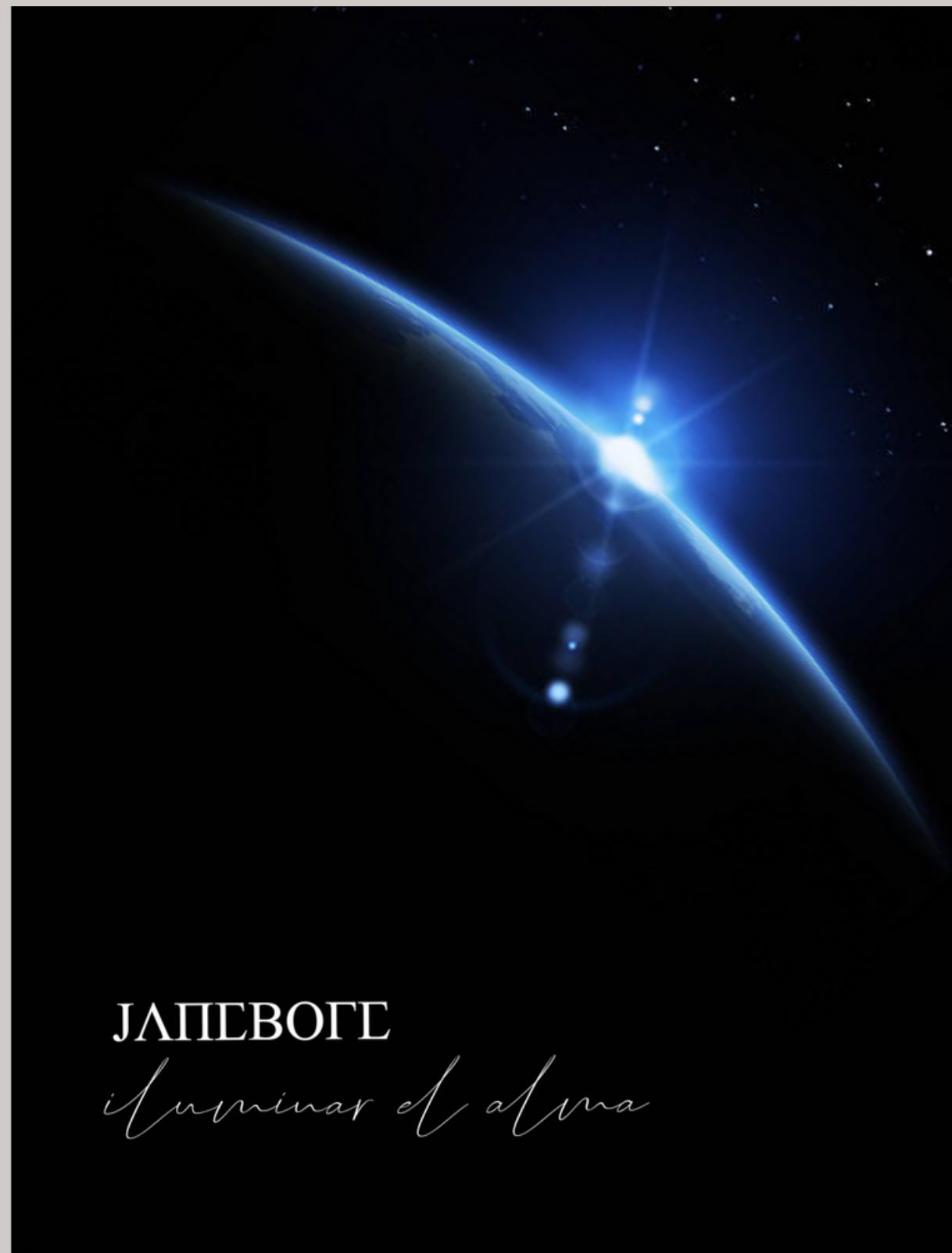
iluminar el alma



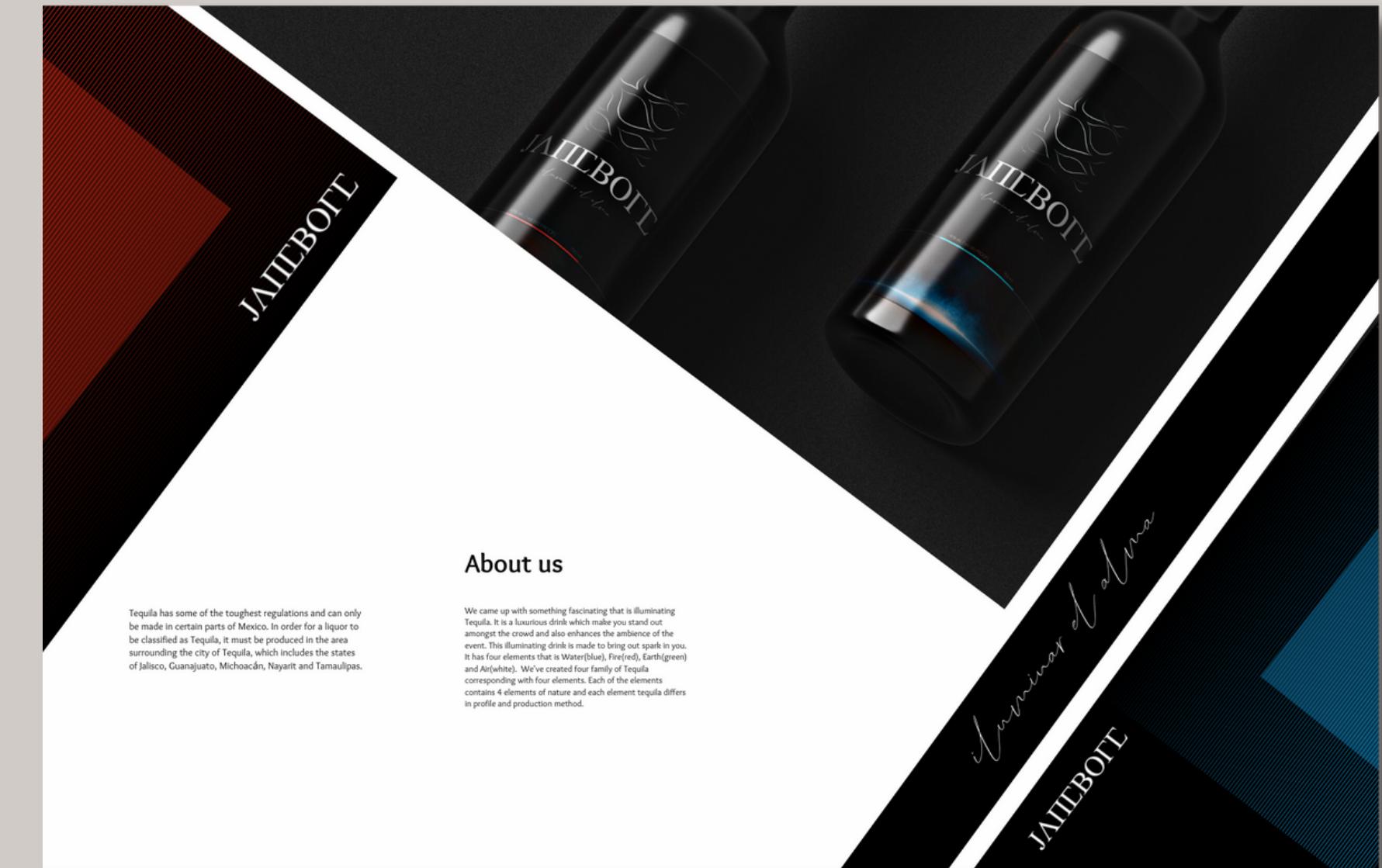
Illuminating the soul
(Mexican language)

GATEFOLD LEAFLET





GATEFOLD LEAFLET DESIGN



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Thank you!