

Packaging design and visual identity of brand Cider Bohemia

Why I chose this topic?

Current visual style

Current visual style



Current visual style



2 concepts

2 concepts

Respect for nature and people

Bohemianism

Respect for nature and people

Idea **Respect for nature and people**

- respect for nature
- organic quality
- social enterprise
- responsibility

Respect for nature and people

Story

We are fair. To nature and to people.

We rely on environmentally friendly production.

We know that nature is the most important thing we have.



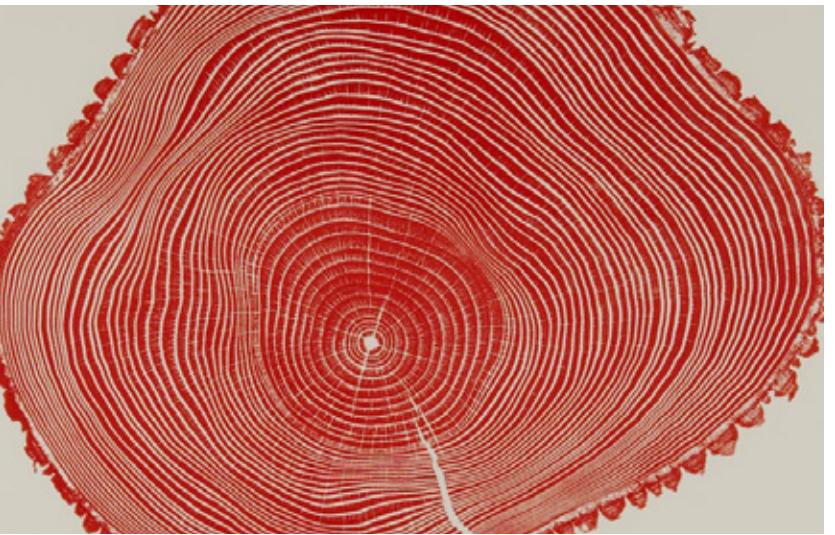
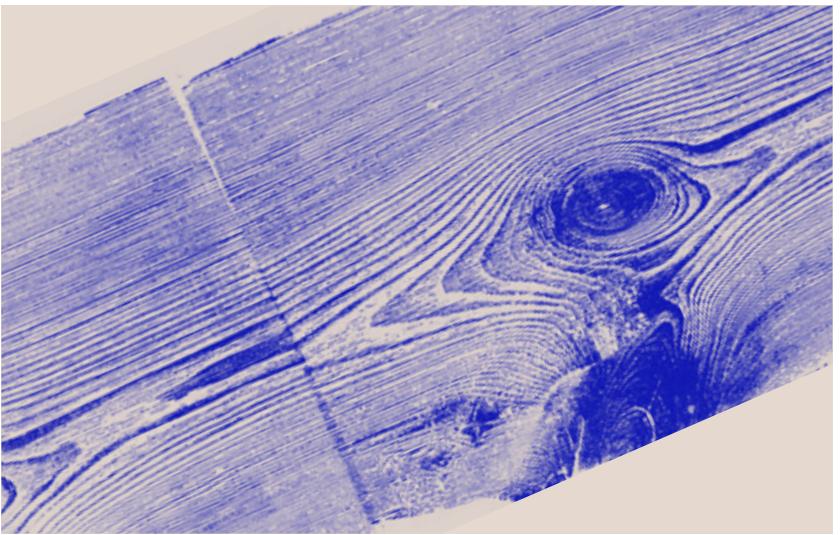
A - Labels



A - Back label



A - Bussines cards



A - Instagram

Cider bohemia

Edit Profile

Bio

59 posts 636 followers 102 following

The grid consists of 12 square images arranged in three rows of four. The top row shows three photos of cider bottles (two brown, one red) and one photo of hands holding red apples. The middle row shows three photos of hands holding apples (one blue-toned, one white background, one red-toned) and one photo of a red apple slice with the text 'Na štrůdl je jablek škoda.' overlaid. The bottom row shows three photos of cider bottles (one green-toned, two white background) and one photo of people at an outdoor cider press.

- Top row: 1. Hands holding red apples; 2. Cider bottle (brown); 3. Cider bottle (red); 4. Hands holding red apples.
- Middle row: 1. Text 'Respekt k přírodě i k lidem.' over a blue-toned wood grain background; 2. Hands holding apples; 3. Text 'Na štrůdl je jablek škoda.' over a red-toned wood grain background; 4. Cider bottle (green-toned).
- Bottom row: 1. Cider bottle (brown); 2. Cider bottle (red); 3. Cider bottle (brown); 4. People at an outdoor cider press.

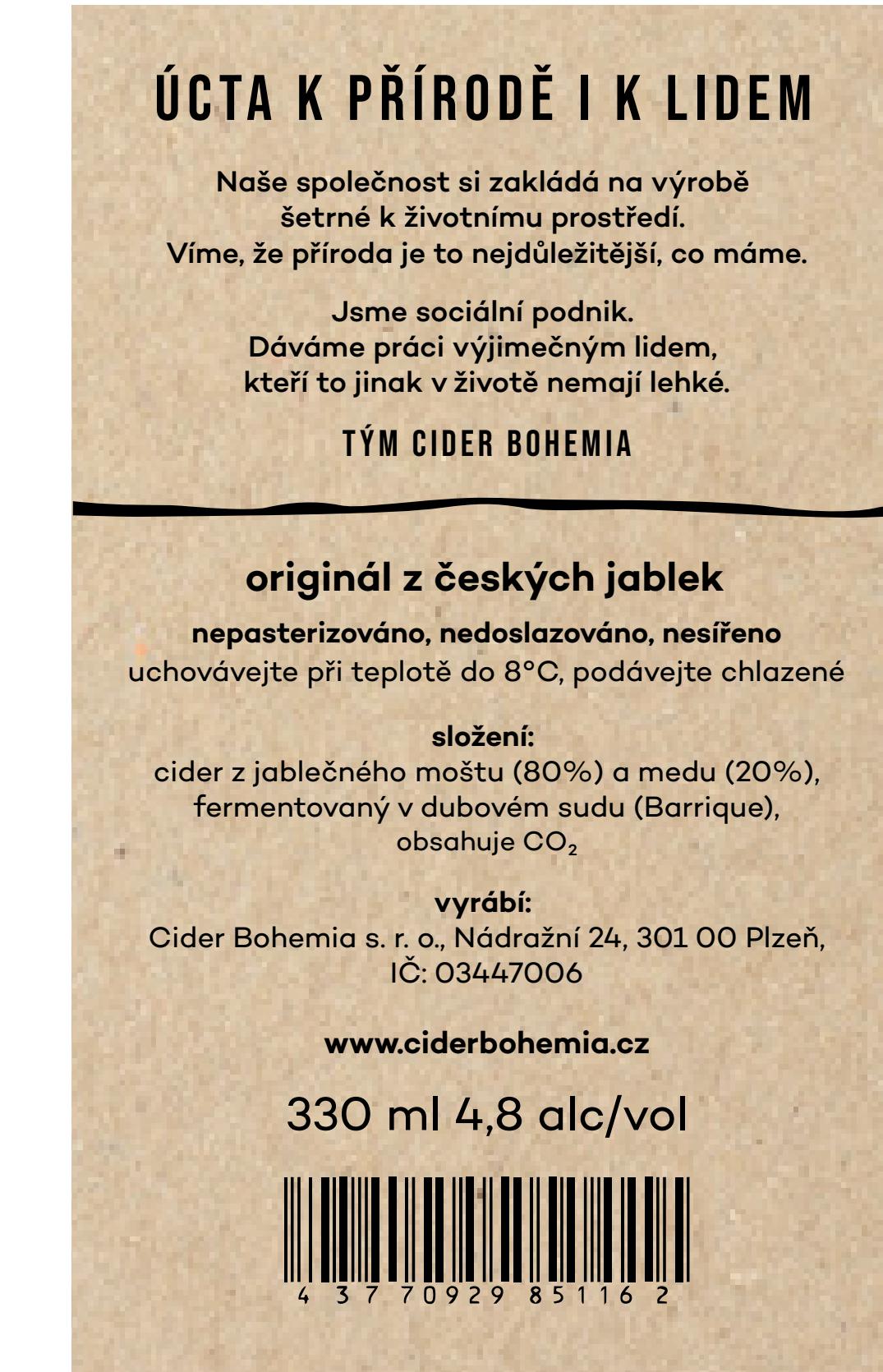
B - Labels



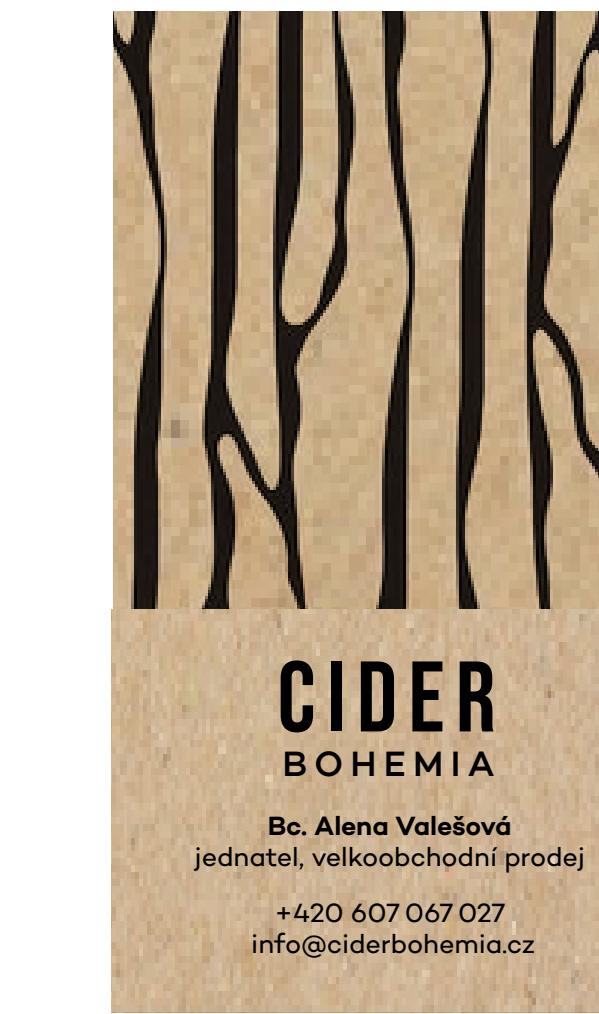
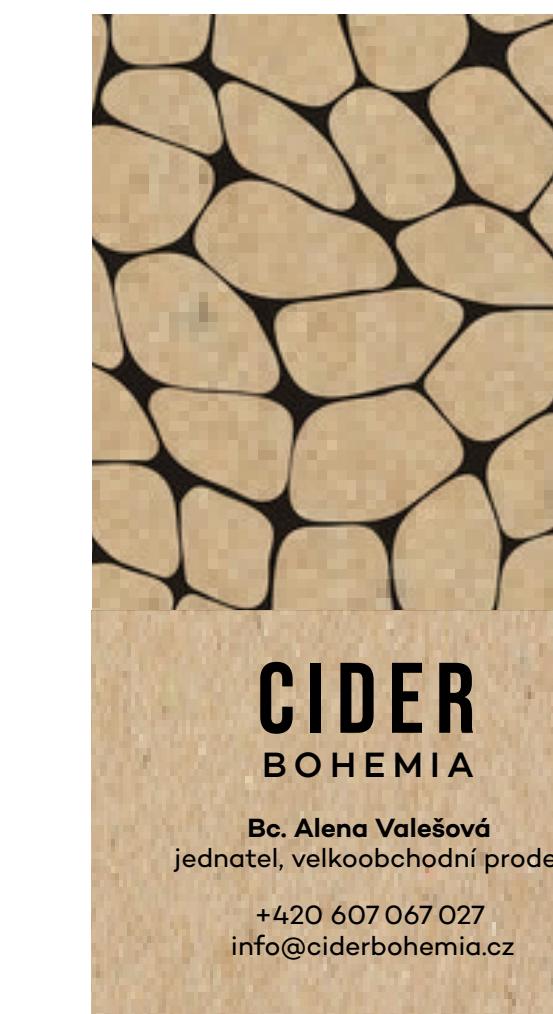
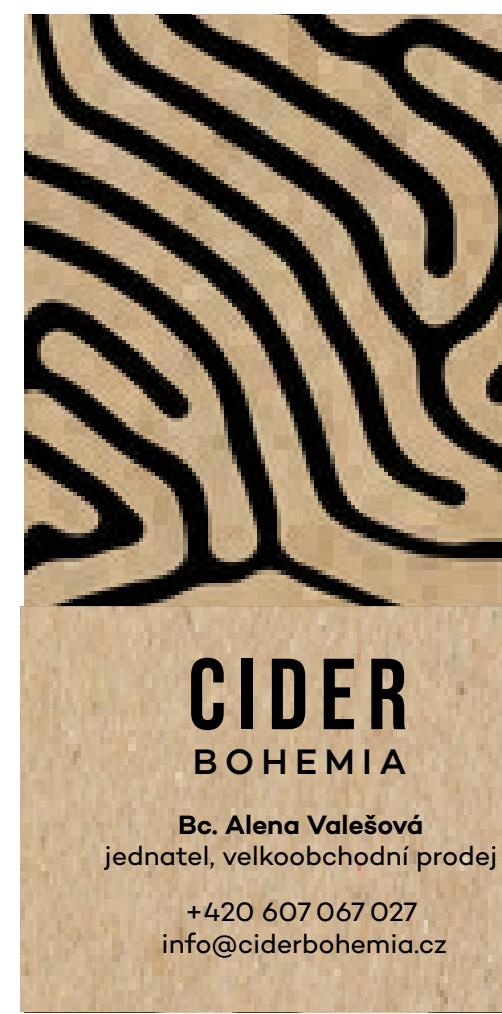
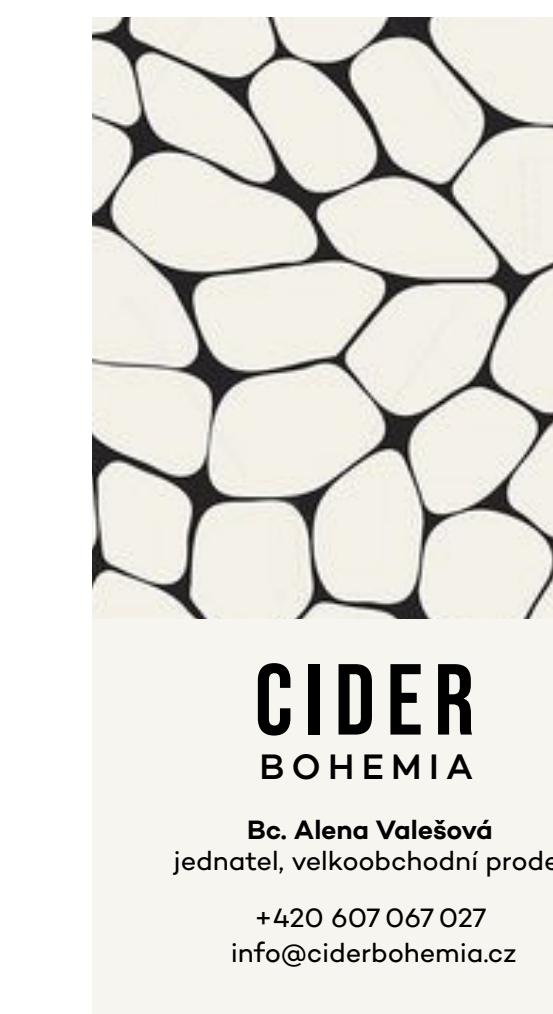
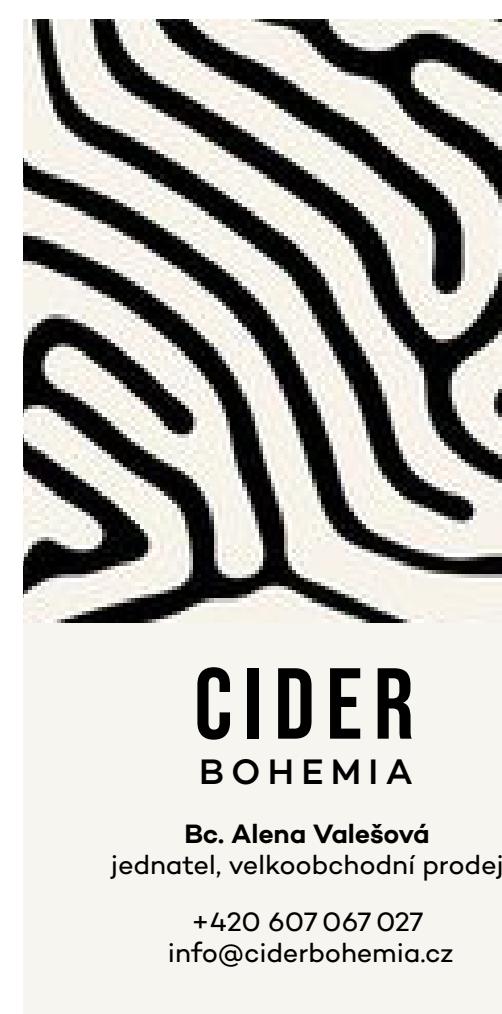
B - Labels



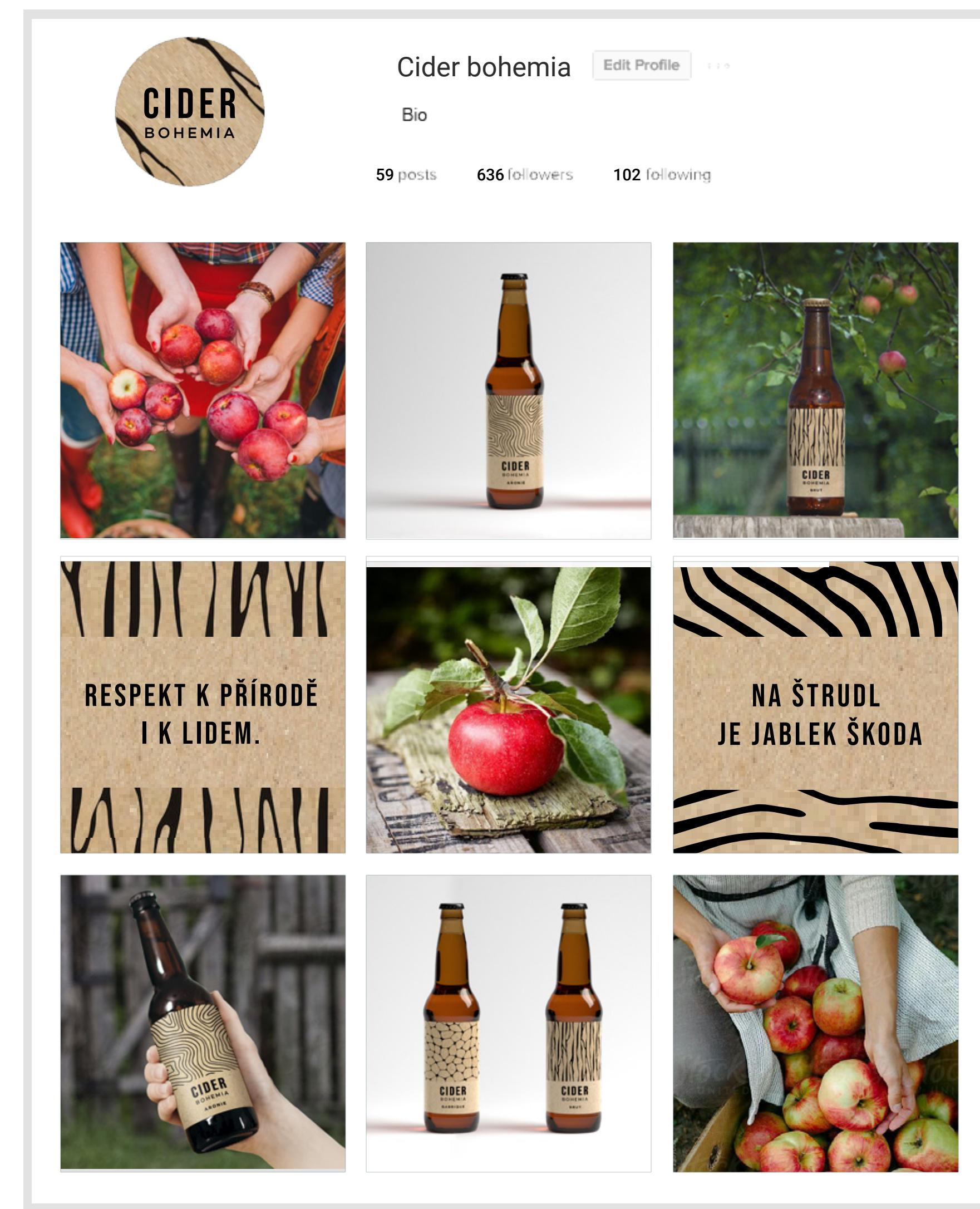
B - Back labels



B - Bussines cards



B - Instagram



Bohemianism

Idea **Czech bohemianism and romanticism**

- freethinking
- Czech romanticism
(K. H. Macha, Mikolas Ales)
- countryside
- youth
- poetic

Czech bohemianism and romanticism

Story

The atmosphere of Czech bohemianism.

Freedom and wildness in the environment of the Czech countryside.

Daydreaming.



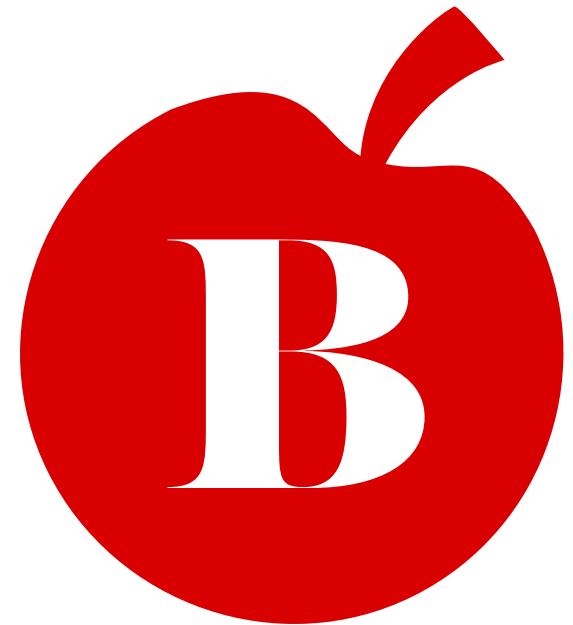
Visual
poetics
dreamy illustration
connection with nature

Label design



Logo design

Cider
Bohemia



Logo design



Hlava v oblacích, cider v ruce

**Za trochu cideru
šel bych světa kraj**

**Je pozdní večer,
cideru čas**

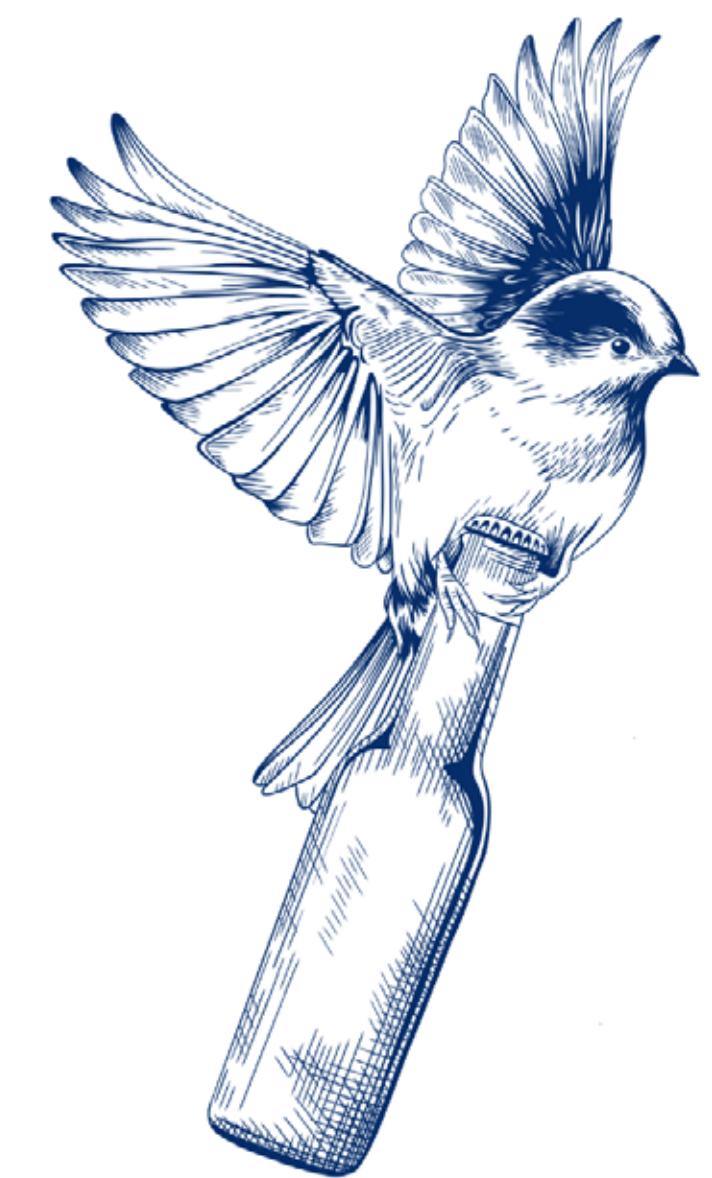
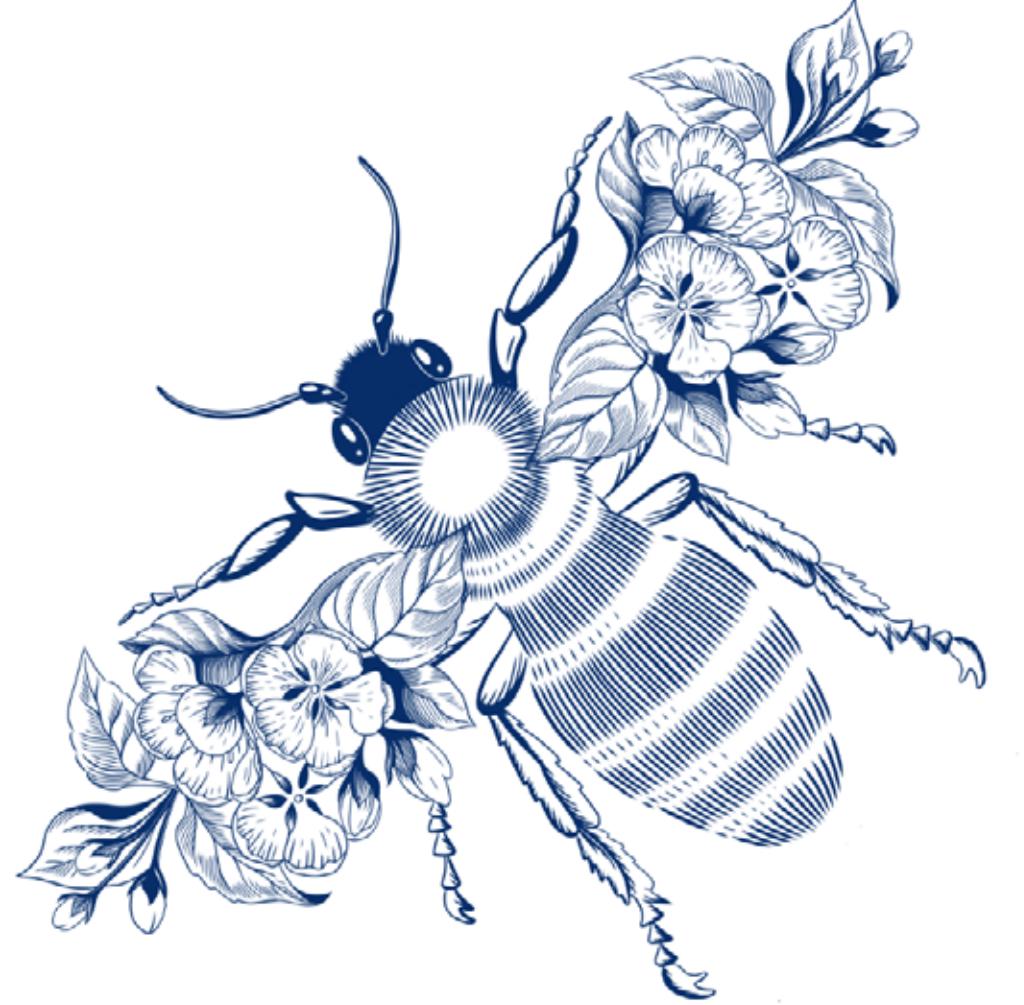
**Co máš, má milá, za pasem?
To jenom cider vzala jsem.**

**Proč bychom se netěšili,
když nám pán Bůh cider dá.**

Corporate identity business cards



Illustrations



Visual style box



Visual style tote bag



Car



Car



Visual style

Apron for employees



Visual style

Instagram

Cider bohemia

Edit Profile

Bio

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Visual style

Instagram

Instagram

ciderbohemia
Plzeň



184 likes

ciderbohemia Co to máš milá za pasem? To jenom cider vzala jsem. #ciderbohemia#cider

9 MINUTES AGO · SEE TRANSLATION

1 9 5

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