TILEX X PERONI COLLAB
Jack Mackinnon Mid-term

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Brand Characteristics:

I built Tilex X Peroni

Tilex is an abraisive tile cleaning product.
Peroni is a premiere Italian Beer Company.

I combined the two, taking inspiration from both labels to create a cross-label be-tween the two.

I went with a beer bottle with Tilex style Label on it.

Completed Logo and Label designs

PERONI

1846
DAL SOLUTIONS™

PERONI

TRADIZIONE E NATURALITA
NASTRO AZZURRO

BIRRA SUPERIORE
Peroni Brewery is a brewing company founded by Francesco Peroni in Vigevano, Italy in 1846.

Active Ingredients:
Barley malt, Maize, Hop Pellets & Extract.........END
Peroni is the most recognized beer throughout the Italian Peninsula and one of five top most popular Italian beers in the world.

4.7% abv...MALT
Rome, Italy...ABinBev

Pure 'soft water' with low carbonates

THE NOSTRANO DELL'ISOLA MAIZE
The small town of Bergamo in northern Italy is home to our Nostrano dell'Isola maize, exclusively produced for us.

The True Taste of Italy
Brewed with same flair as back in 1846, still carrying the Italian flavor and attention to craftsmanship.

Barley...Two-Row
Hops.. Saaz-Magnum

Crisp and refreshing taste in every bottle!™

Different sized Logo

Colour Study

I used multiple different colours throughout to style the website and designs. Most popular colour codes used being:
-# 1658A8 Tilex Blue
-# 75C043 Tilex Green

Peroni Colours we're not sampled, as Tilex inspired the design directly.

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Typography Study

3 Different Fonts were used throughout this assignment.
-Arial
-Calibre
-Times

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Corks? We got em'
PERONI

**Pure Glass,
No additives,
Quality Beer.**

PERONI
Have one on us.

PERONI

Thanks for Reading!

-Jack MacKinnon