

# **TILEX X PERONI COLLAB**

## **Jack Mackinnon Mid-term**

# PERONI



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## Brand Characteristics:

I built Tilex X Peroni

Tilex is an abraasive tile cleaning product.

Peroni is a premiere Italian Beer Company.

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

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

# Completed Logo and Label designs

# PERONI



# PERONI

## TRADIZIONE E NATURALITÀ 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**



**PERONTI**

The logo is displayed in a large, bold, blue, stylized font with a white outline. It is centered on a background that is split diagonally from the bottom-left to the top-right, with a green upper-left triangle and a blue lower-right triangle.

**PERONTI**

The logo is displayed in a smaller, bold, blue, stylized font with a white outline, maintaining the same design as the larger version. It is centered on the same green and blue diagonal background.

# 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
- Calibri
- Times

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Corks? We got em'

**PERONI**







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



The logo for PERONT features the word in a bold, blue, serif font with a white outline. The letters are set against a background that is split diagonally from the bottom-left to the top-right, with a green upper-left triangle and a blue lower-right triangle.

**PERONT**

**Thanks for Reading!**

**-Jack MacKinnon**