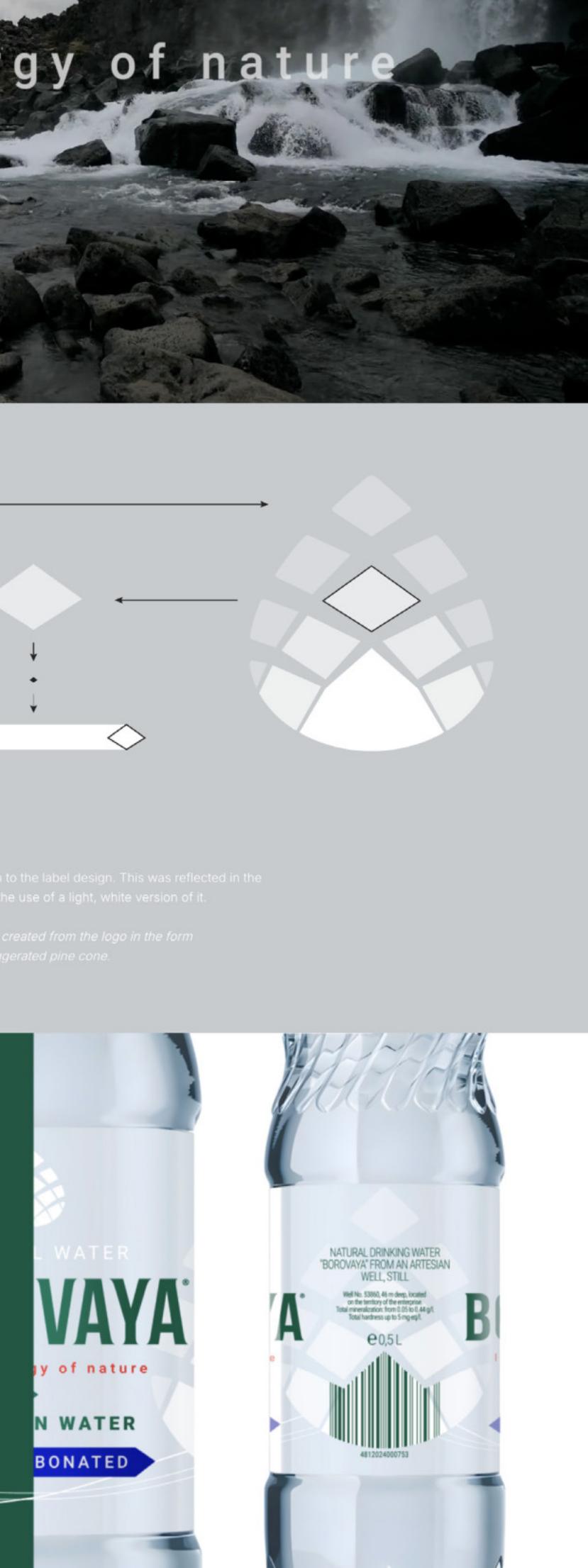
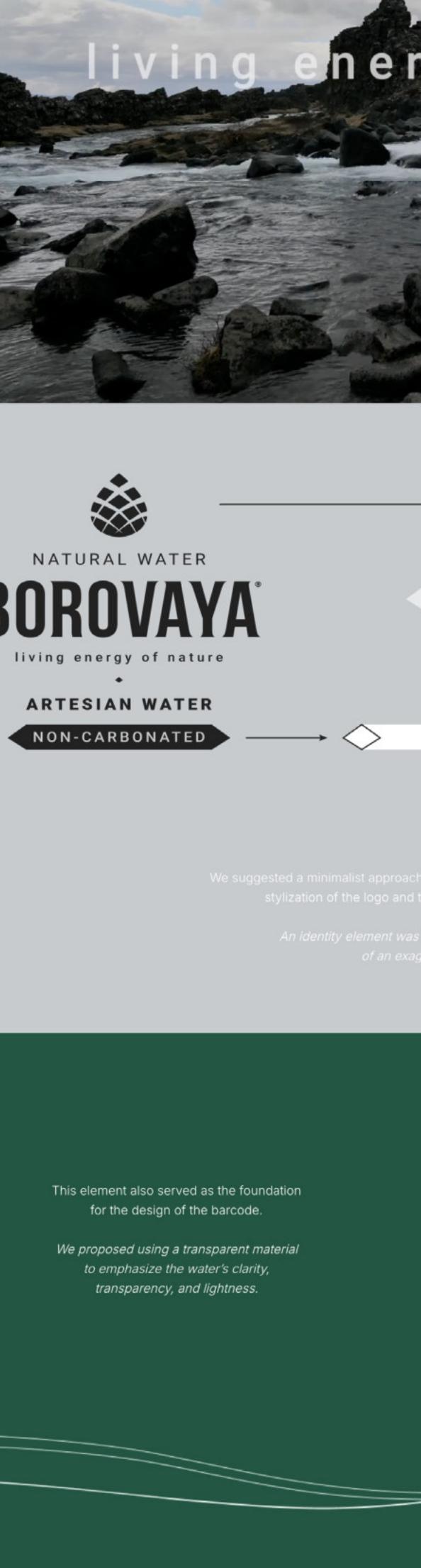


Year: 2024

Services: Label design / Restyling / Visual development / Typography

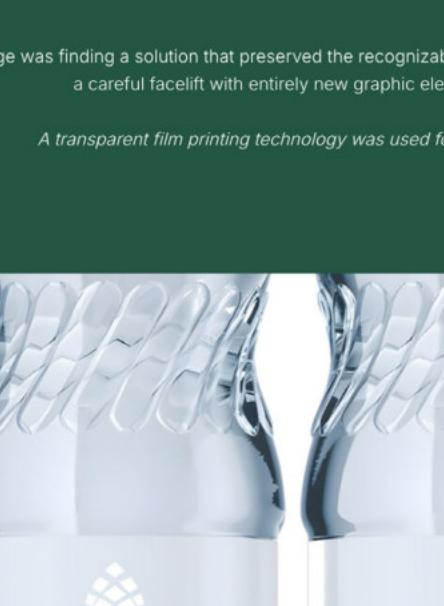
We are pleased to present our new project for a brand Borovaya.

The target audience for the brand includes brand loyalists as well as new consumers of mineral and drinking water. The client approached us with a request to adapt the current label design. We proposed a broader perspective on the task, which evolved into a complete redesign of the label, creating a graphical platform and visual system.



The logo in the shape of a pine cone, symbolizing the product's natural origin and purity, became a key element of the packaging.

To convey a sense of lightness and summer freshness, a wavy element was incorporated into the bottom of the label design.



We suggested a minimalist approach to the label design. This was reflected in the stylization of the logo and the use of a light, white version of it.

An identity element was created from the logo in the form of an exaggerated pine cone.

This element also served as the foundation for the design of the barcode.

We proposed using a transparent material to emphasize the water's clarity, transparency, and lightness.

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