



DESIGN DETAILS

DESIGN NAME:

Shemer

PRIMARY FUNCTION:

Drink Packaging

PROJECT DESCRIPTION:

SHEMER is a new non-alcoholic beer brand from the city of Mansoura, Egypt. Initiated by the owner who is enthusiastic about barley and different taste, this product strives to convey the core value of Shemer, both in manufacturing technology and packaging, and compete in the crowded barley market in Egypt. Therefore, a key point is needed to differentiate the value from the local & imported competitors.

INSPIRATION:

We believe that visual recognition and art direction can give consumers a more reliable sense of brand trust, and create a barley brand with a sense of trust and recognition in Egypt. Shemer customizes the theme story according to the characteristics of each can, and presents the heritage to one pattern creative style through the form of illustration, which better interprets the concept of authenticity and freshness of barley non-alcoholic brand.

OPERATION / FLOW / INTERACTION:

Nowadays, the beverage market is constantly developing, safe and different taste of non-alcoholic beer in Egypt. Flavors is the first choice of consumers. Good barley taste should be comes with a good flavor. Shemer barley inherits the concept of authenticity, and high quality of its parent brand Shemer from brand naming and overall visual expression, and creates a unique brand image. The creative style of reflecting authenticity and vitality with rich illustrations makes it deeply rooted in people's heart.

Illustration Concept:

We focused on the three most authentic Egyptian cultures in tradition and culture. With the aim of employing this concept and feeling for the Egyptian consumer, you will get an original taste in the drink that is not overshadowed by flavors

PRODUCTION / REALIZATION TECHNOLOGY:

32oz Aluminum can package. semi glossy printing on glossy can with matte label, and foil.

SPECIFICATIONS / TECHNICAL PROPERTIES:

Width 280mm x Height 119mm

RESEARCH ABSTRACT:

The urban middle class with health needs is our core audience. They pay more attention to the quality of life and the feeling of packaging. therefore this product not only focuses on the design of its own craft but also focuses on the inheritance of culture. so we decided to use this element to show originality and enhance the brand's cultural identity.

CHALLENGE:

The biggest obstacle to the launch of fruit juice is consumer Questioning the source of barley, flavors. We undertakes the mission of art direction. With Shemer as quality guarantee, we believe that through innovative visual creativity and brand strategy, from nice packaging to tastes good, we can meet consumers' demand for high-quality drink and give consumers a more reliable sense of brand trust.

SOLUTION:

This brand needed a name that was simple, concise, and easy to remember. We created the brand name SHEMER, which is a combination of the meaning of barley in Arabic and the ancient Pharaonic civilization. Of course, SHEMER needs a visual identity as a marker of his presence.

We chose the wordmark as the SHEMER logo. Because the name SHEMER is short, so we don't need to give fake symbols and end up obscuring SHEMER'S identity.

We chose heritage bold as the font for SHEMER, this wordmark is unique with bold and thin angles on each character of the letters.

In packaging design, we try to step aside with barley as the basis for packaging design ideas. Unlike most barley designs of competitors, We design an illustration of characters from Egyptian cultures who can experience new things without excluding origin. Apart from being an identity and design on the packaging, this illustration is also an iconography attached to the brand. It's out of the ordinary, unique, and eye-catching.

Lemon Flavor
Upper Egypt

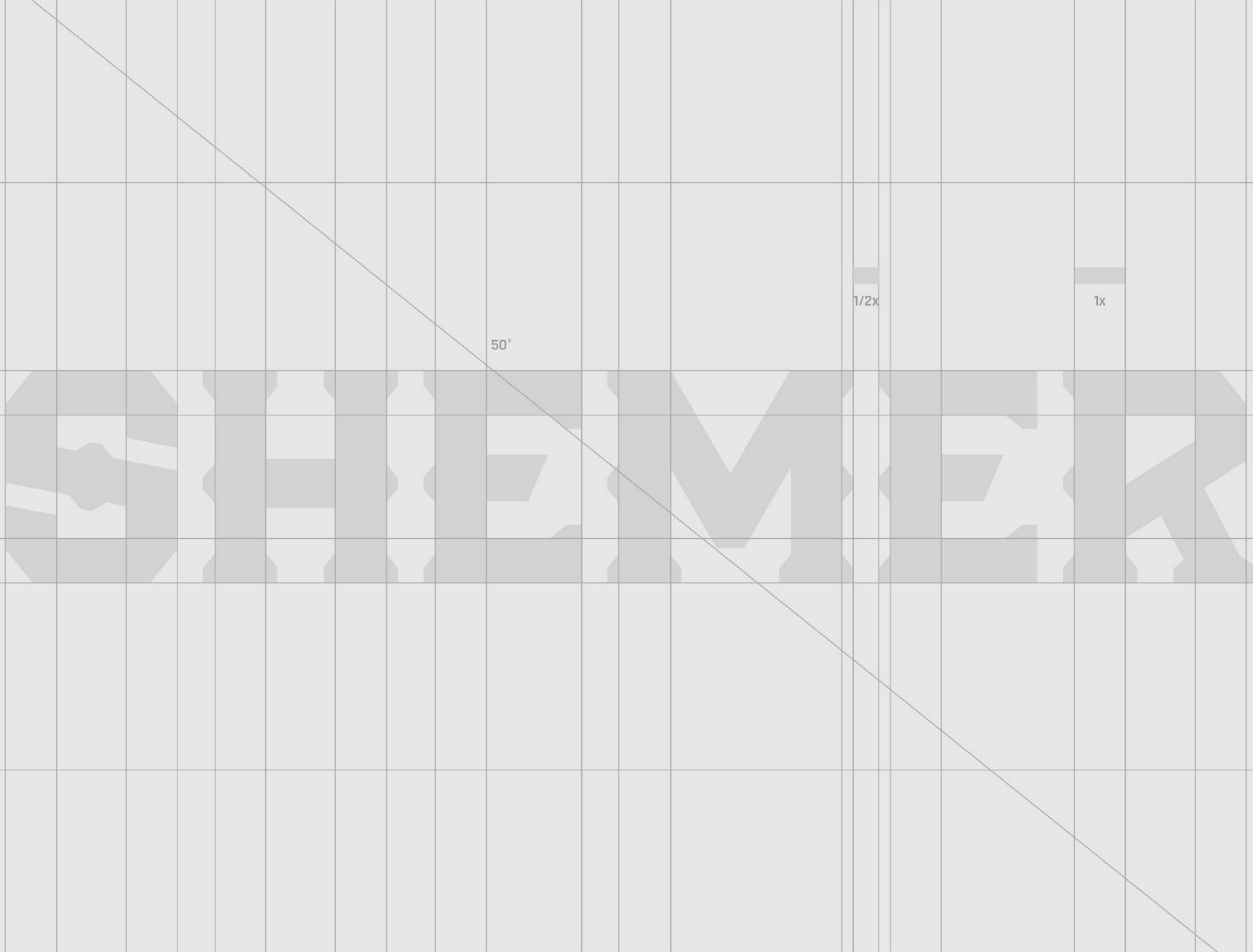


Strawberry Flavor
Bedouin Woman



Blueberry Flavor
Nobian man





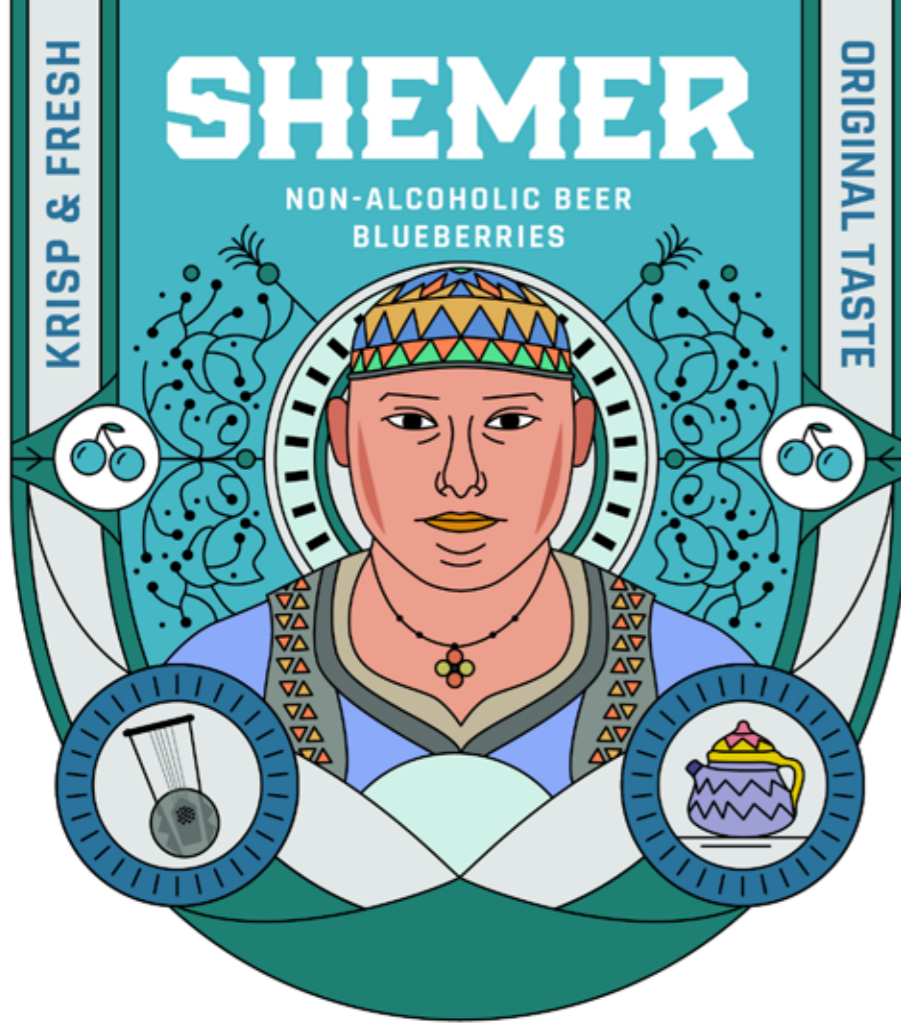
50°

1/2x

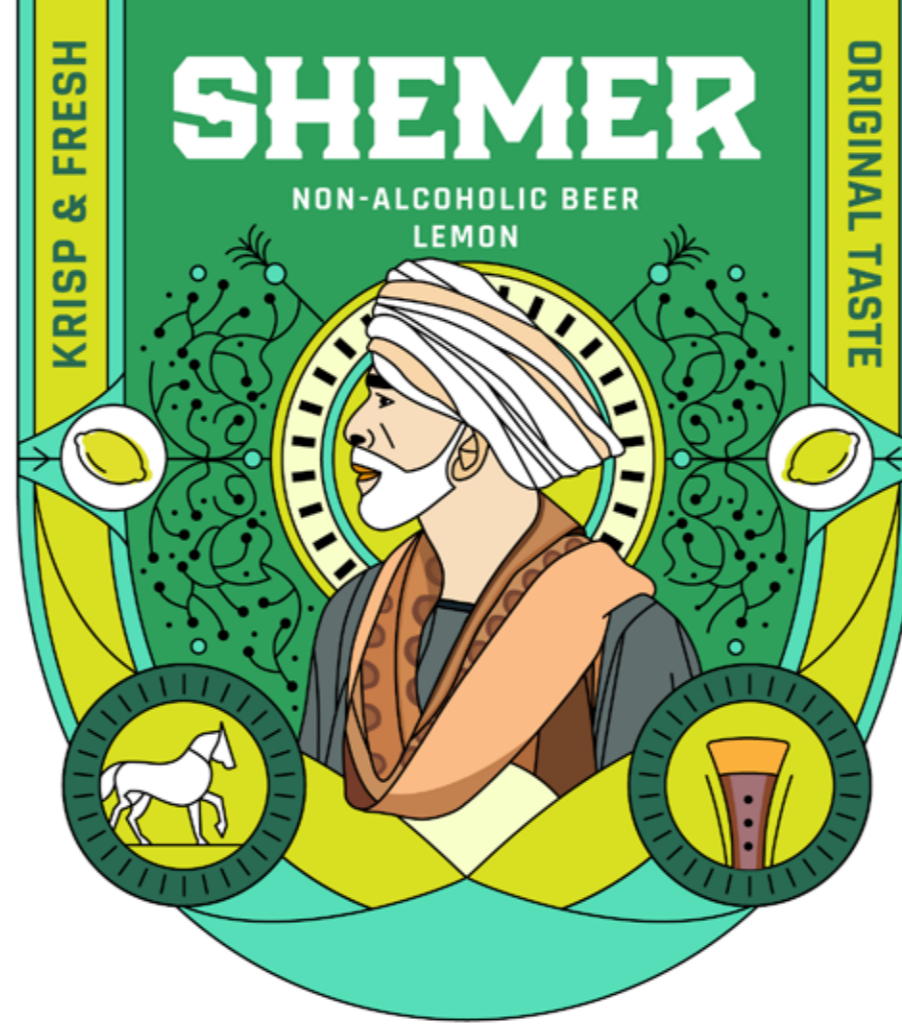
1x



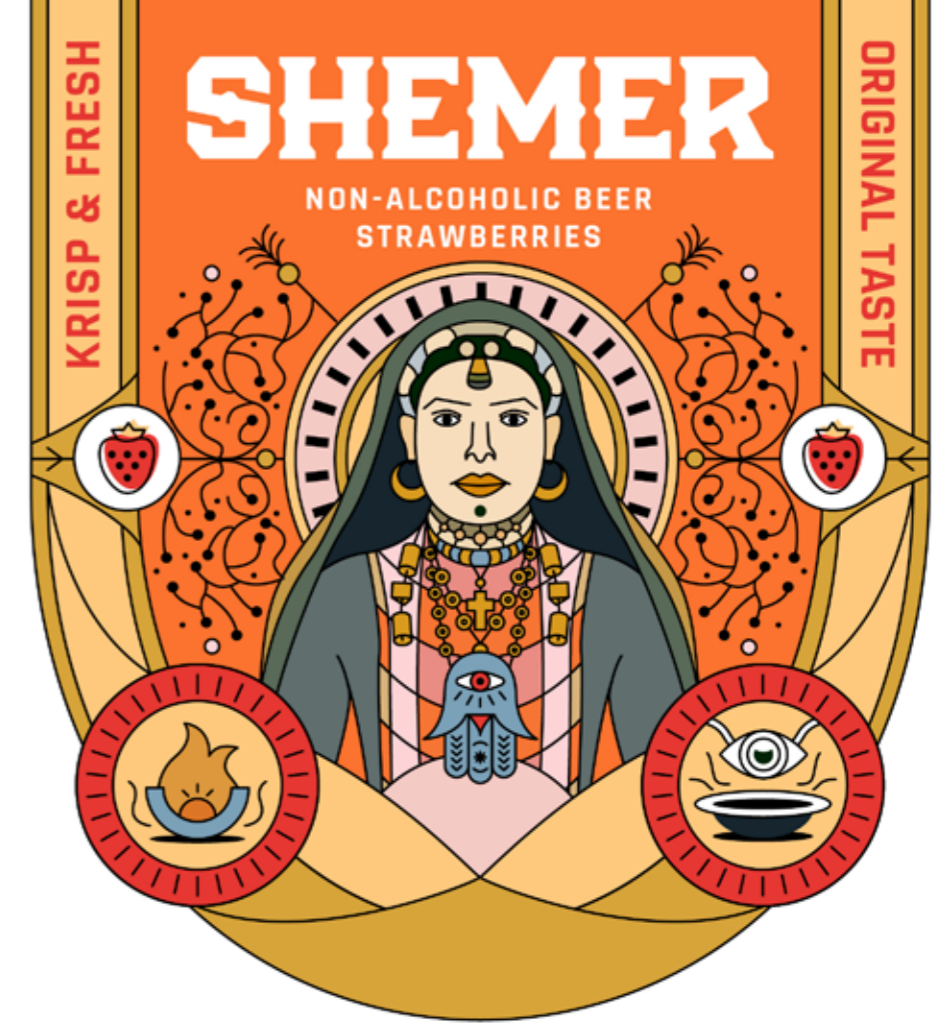
SHEMER



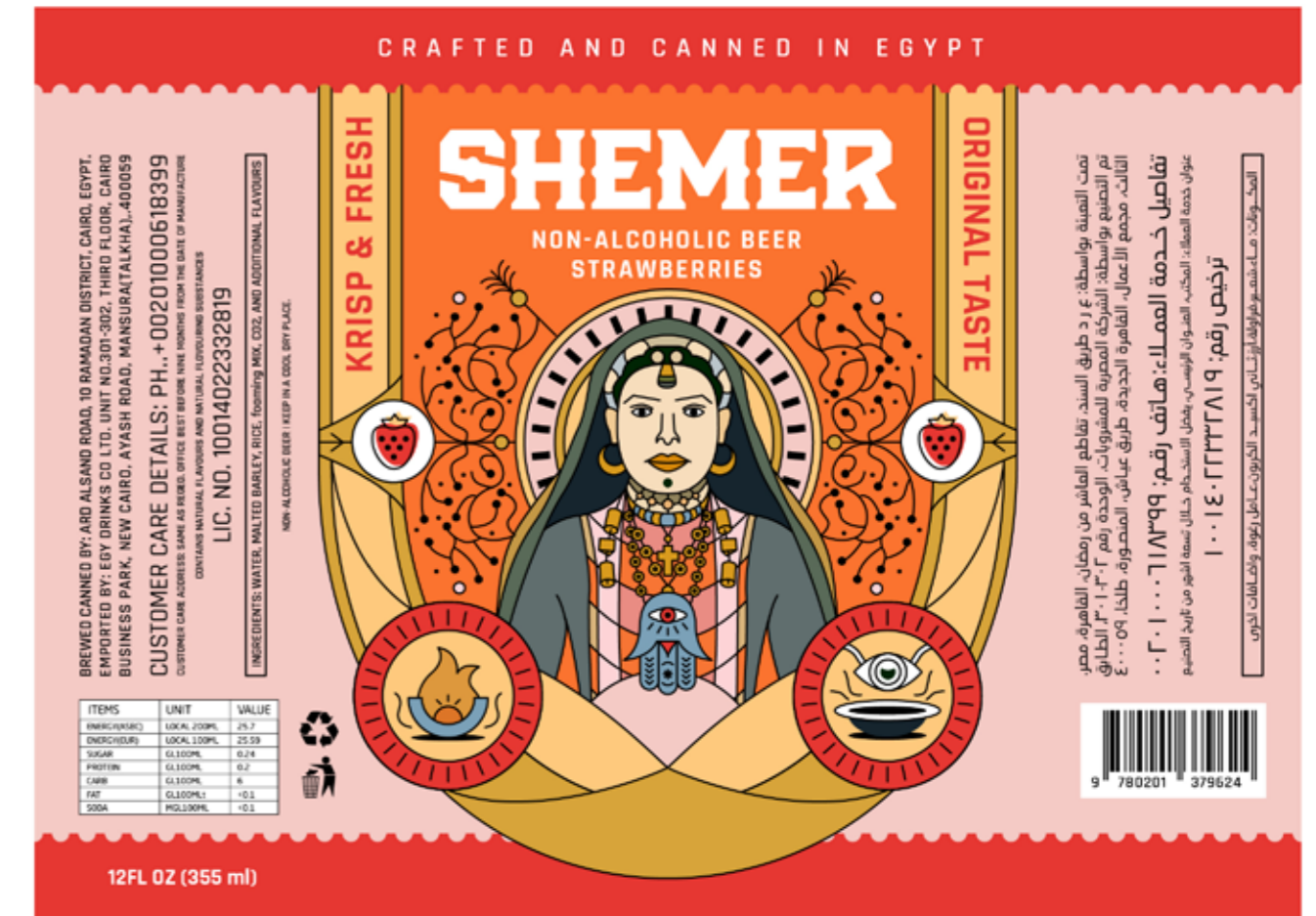
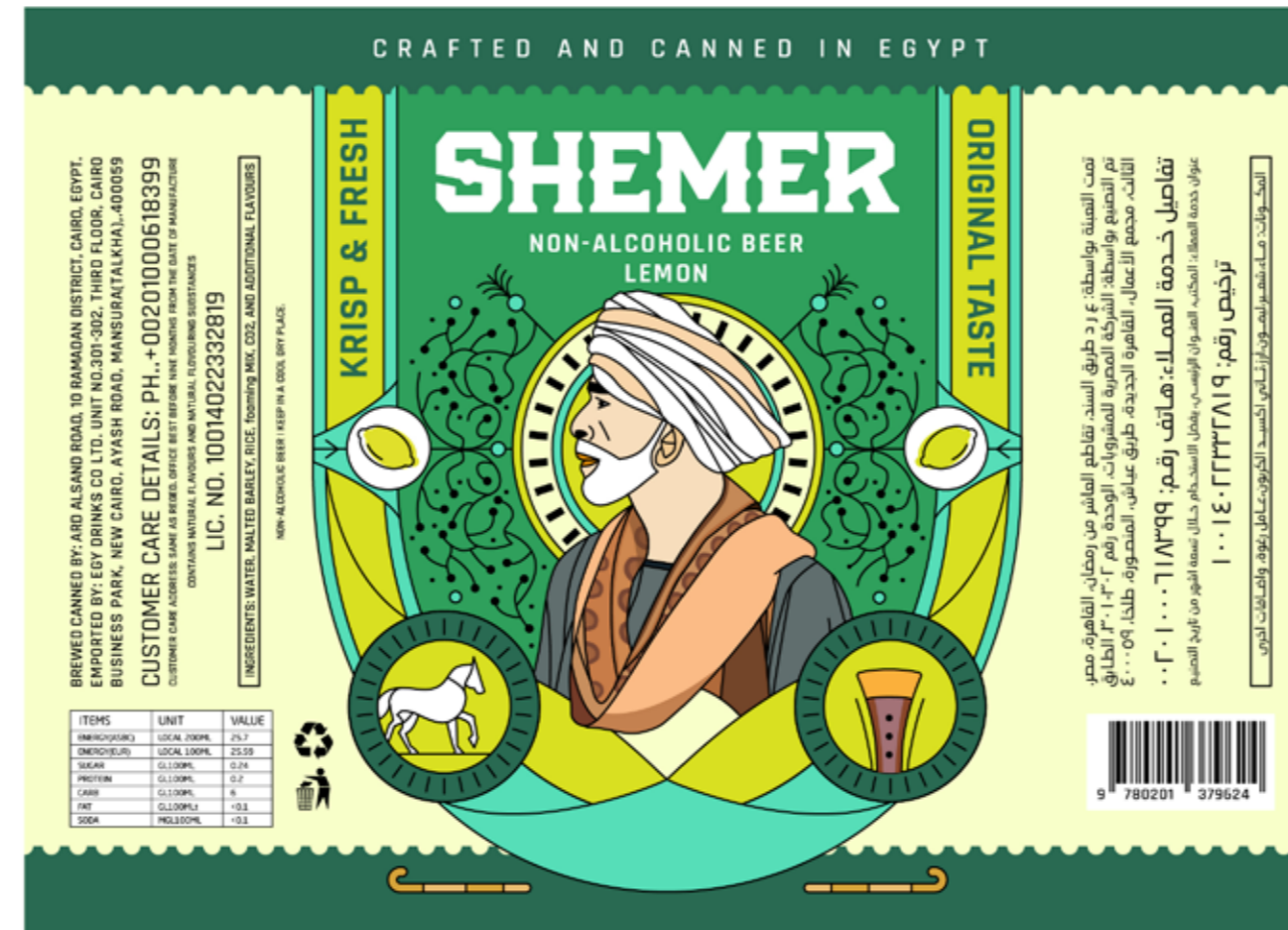
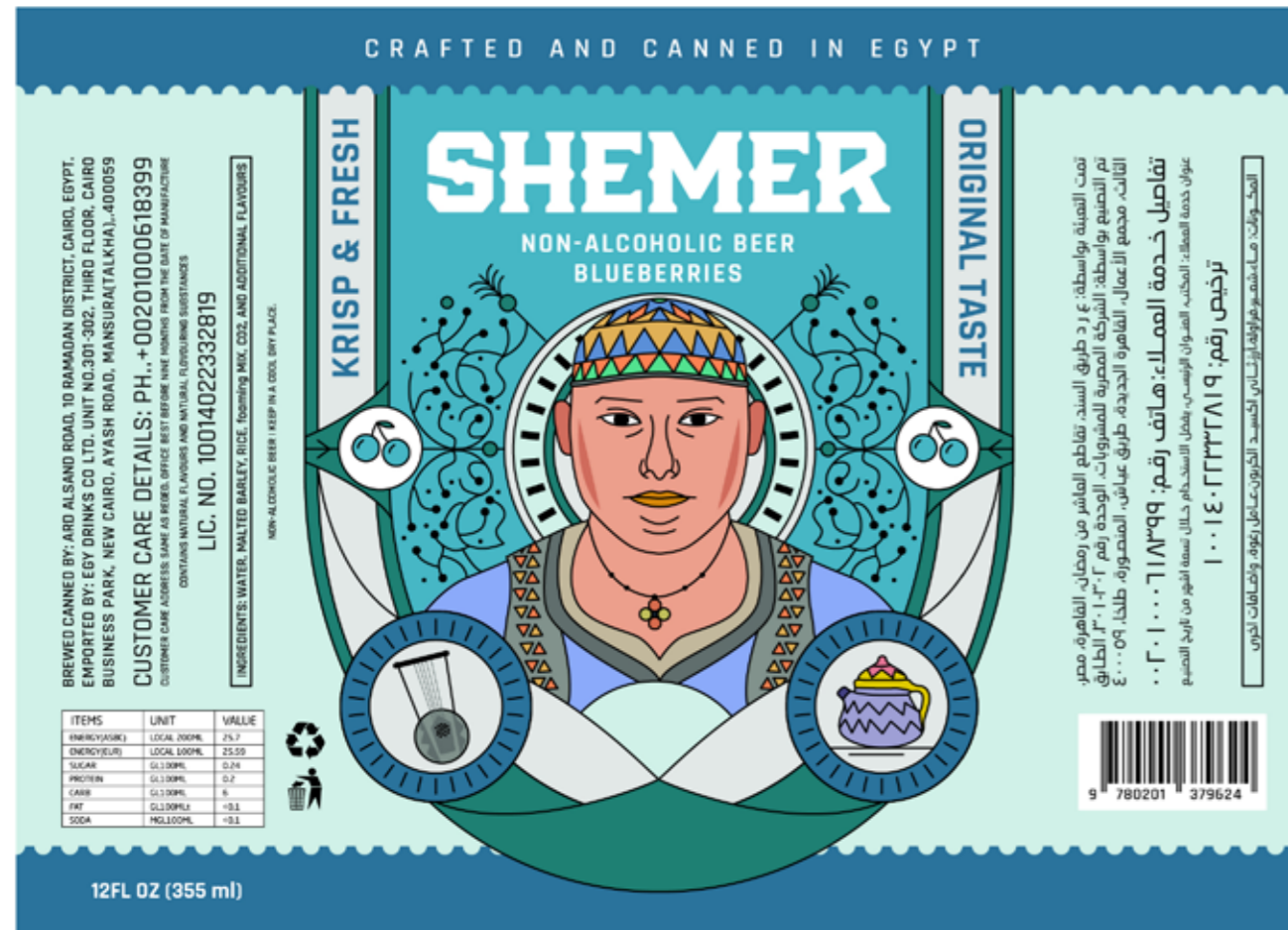
Nobian Man



Upper Egypt



Bedouin Woman



CRAFTED AND CANNED IN EGYPT

PREVAILING CANE 13 BY DRINKS AND BEVERAGES, DISTRICT, EL-DOKKI, CITY OF EL-DOKKI, BUSINESS PARK, NEW CAIRO, AYASH ROAD, MANUFACTURING KHANJA, 11000059

CUSTOMER CARE DETAILS: PH.: +00201000618399
 CUSTOMER CARE ADDRESS: SAME AS BEGEG, OFFICE BEST BEFORE NINE MONTHS FROM THE DATE OF MANUFACTURE
 CONTAINS NATURAL FLAVOURS AND NATURAL FLOURING SUBSTANCES

LIC. NO. 10014022332819

INGREDIENTS: WATER, MALTED BARLEY, RICE, FOAMING MIX, CO2, AND ADDITIONAL FLAVOURS

NON-ALCOHOLIC BEER | KEEP IN A COOL DRY PLACE.

KRISP & FRESH

12 FL. OZ (355 ml)

UNIT	VALUE
LOCAL 200ML	25.7
LOCAL 100ML	25.59
GL100ML	0.24
GL100ML	0.2
GL100ML	.6
GL100ML	<0.1
GL100ML	<0.1

CRAFTED AND CANNED IN EGYPT

SHEMER

NON-ALCOHOLIC BEER
 BLUEBERRIES

CRAFTED AND CANNED IN EGYPT

ORIGINAL TASTE

تمت التجهيز بواسطة: ع رد طريق السند، تقاطع العاشر من رمضان، القاهرة، مصر.
 تم التصنيع بواسطة: الشركة المصرية للمشروبات، الوحدة رقم ٣٠١-٣٠٢، الطابق الثالث، مجمع الأعمال، القاهرة الجديدة، طريق عياش، المنصورة، طلخا، ٤٠٠٠٥٩

تفاصيل خدمة العملاء: هاتف رقم: ٠١٠٣٠١٠٠٠٠٦١٧٣٦٩٦
 عنوان خدمة العملاء: المكتبة، العنوان الرئيسي، بطن الاستخدام خلال تسعة أشهر من تاريخ التصنيع
 تذييل رقم: ١٠٠١٤٠٢٢٣٣٢١٩٦١٧٧٣٦٩٦







BEB AND CANNED IN
CHEMER
NON-ALCOHOLIC BEER
LEMON

BEB AND CANNED IN
CHEMER
NON-ALCOHOLIC BEER
STRAWBERRIES

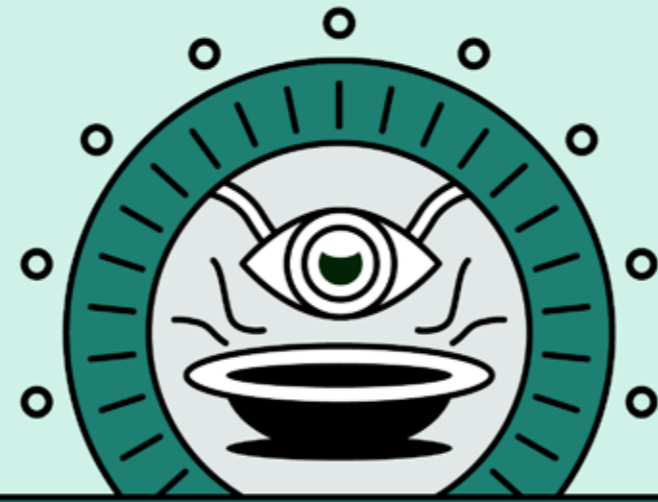
BEB AND CANNED IN
CHEMER
NON-ALCOHOLIC BEER
BLUEBERRIES

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CHEMER
NON-ALCOHOLIC BEER
BLUEBERRIES

BEB AND CANNED IN
CHEMER
NON-ALCOHOLIC BEER
LEMON





THANK YOU