

# WILLEMOS / IDENTITY & PACKAGING



Willemoes  
55°  
NORD



**LOCATION 55° NORTH**  
THE BATTLE OF COPENHAGEN

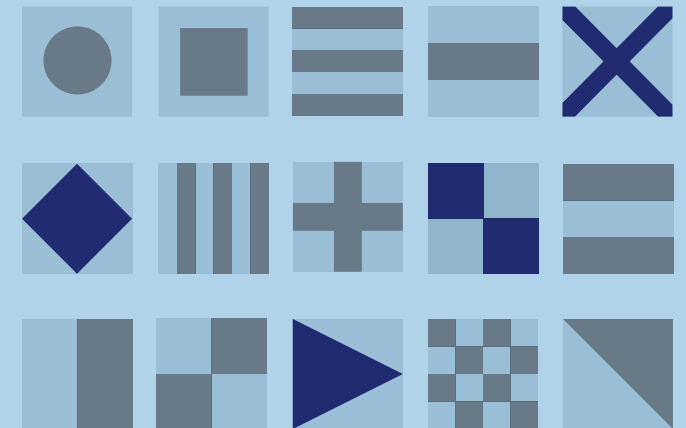
The famous Battle of Copenhagen in 1801, took place at latitude 55° North in the harbor of Copenhagen.

**DANISH NAVAL HERO**  
PETER WILLEMOES

Willemoes beers are brewed as a tribute to the Danish naval hero, Peter Willemoes who fought bravely during the Battle of Copenhagen.

**MARITIME**  
SIGNAL FLAGS

The design is inspired by the maritime signal flags used to communicate with during the Battle of Copenhagen.



BATTLE  
OF  
COPENHAGEN  
2<sup>nd</sup> April, 1801.

BRITISH



DANISH



SLAGET PÅ REDEN, 1801





# Willemoes



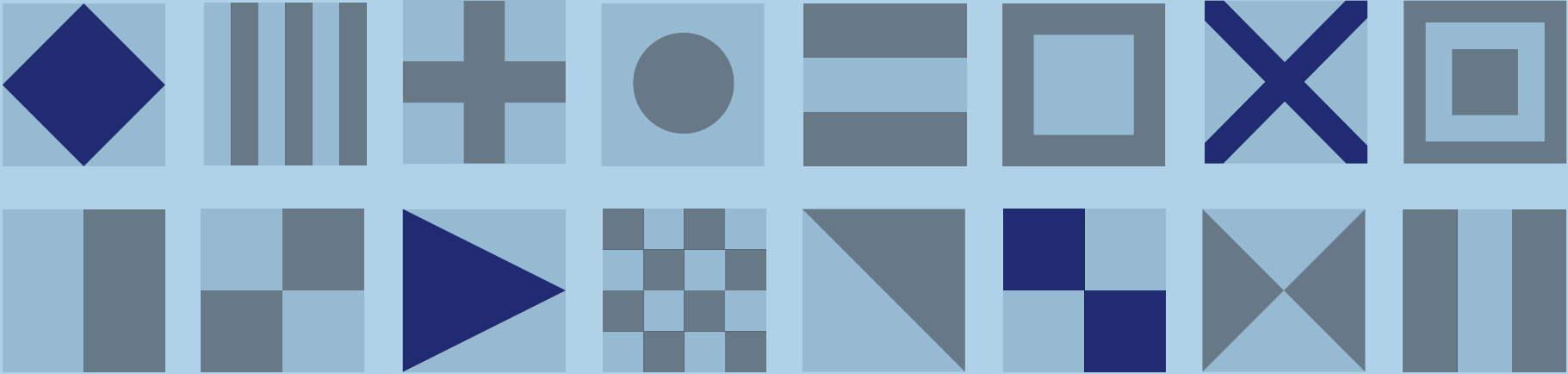
LOCATION 55° NORTH  
THE BATTLE OF COPENHAGEN



DANISH NAVAL HERO  
PETER WILLEMOES



MARITIME  
SIGNAL FLAGS





SLÅGET PÅ REDEN, 1801



BRYGGET MED STOLTHED & ÆRE



# Willemoes

BELGISK ALE

RØD • AROMATISK • KRYDRET

ALK. 7,0% VOL.

50CL

INDHOLD

9-10°

SERVERING

1306







BRYGGET MED STOLTHED & ÆRE  
WILLEM  
GLUTENFRI  
LAGER  
GYLDEN • FYLDIG  
ALK. 5,5% VOL.  
50CL

BRYGGET MED STOLTHED & ÆRE  
WILLEN  
ALE  
RØD • MALTET  
ALK. 5,2% VOL.  
50CL

BRYGGET MED STOLTHED & ÆRE  
WILLER  
STOUT  
SORT • CHOKOLADE  
ALK. 6,0% VOL.  
50CL

BRYGGET MED STOLTHED & ÆRE  
WILLEM  
BÈLGISK ALE  
RØD • AROMATISK • KRYDRET  
ALK. 7,0% VOL.  
50CL  
9-10°C  
SERVINGE

BRYGGET MED STOLTHED & ÆRE  
WILLEM  
PILS  
ST TIL KYST  
GYLDIG • HYLDEBLONST  
ALK. 6,0% VOL.  
50CL  
8-9°C  
SERVINGE

BRYGGET MED STOLTHED & ÆRE  
WILLEM  
HVEDE  
ALKOHOLFRI  
EN • BLØD • FRUGTIG  
ALK. <0,5% VOL.  
50CL  
7-8°C  
SERVINGE

BRYGGET MED STOLTHED & ÆRE  
WILLEM  
PORTER  
ARMENDE • LAKRIDS  
ALK. 8,5% VOL.  
50CL



BRYGGET MED STOLTHED & ÆRE



Willemoes

55°

NORD

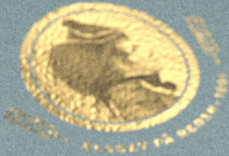
RØD LAGER

RØD • FYLDIG • MALTET

LAGRET PÅ EGETRÆ



BRYGGET MED STOLT HED & KÆL



Willemsøes

55°

NORD

HAVSTOUT

MØRK • MALTET • FYLDIG

LAGRET PÅ EGETRÆ

ALK. 6,0% VOL.

75CL







Willemoes



SLAGET PÅ REDEN, 1801

BRYGGET MED STOLTHED & ÆRE

Willemoes

**55°**

NORD

SAISON

GYLDEN • KRYDRET • CITRUS

LAGRET PÅ EGETRÆ

75CL

ALK. 5,7% VOL.





## CLAUS RYSSER OGIHARA

Experienced Graphic designer & Art director with more than 15 years of experience and a Master's degree in Visual Communication and Design from the Danish Design School. Having worked at/with some of the top Design agencies and Advertising agencies in Denmark and abroad.

Working mainly with Corporate Visual Identity, Packaging design & Webdesign. In the past I have rendered my skills to global & prominent brands such as:

AIAIAI / NOVO NORDISK / NESTLÉ / AAGAARD JEWELLERY / INTERSPORT / UNILEVER / BECEL / GEORG JENSEN / FRITZ HANSEN / DELL / UBISOFT / ARLA / VELUX / LEGO / SELECT / TDC / ROCKWOOL / WIDEX / TV2 / CPH AIRPORT / DANISCO / SONY MUSIC / TELIA / STATOIL / TEMPUR / NESCAFÉ / JACK & JONES / DYRBERG KERN / MUNTHE + SIMONSEN / WOK / CSIS SECURITY / DANSK SUPERMARKED / SUNDAY / SONISTO / WULFF & KONSTALI / BRYGGERIET VESTFYEN / BESTSELLER / SHELL / TOMS / HALDOR TOPSOE / TV3+ / NØRREBRO THEATER / UDVIKLING FYN / ELDORADO / CANE-LINE / LØGISMOSE / SELECTED / DUBEX / BIOTEX / TERUMO BCT / NEUTRAL / DARU / DANPO / MAC BAREN / OMA / VISITDENMARK / SEAS NVE / H+H / MULTIWING / QUANT SERVICES / PEOPLEGROUP / DHI / COMENDO / SUMMERBIRD / REPEAT FITNESS /

My work have been nominated for and has won several internal design awards and is featured in numerous prestigious design books and magazines.





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