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DESIGN FOR JTI / AUSTRIA TABAK

LOGO for the TOBACCO COLLECTION

The Logo should be playful as the collection is playful, inviting, memorable and friendly.

There are several variations of a pipe and leaves (leaves in shades as it happens during drying, but also indicating history).

There is also a smoke-ring inspired draft with a pipe.

October 2010

1



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Tobacco Collection



Tobacco Collection

SOMETHING MORE SMOKY