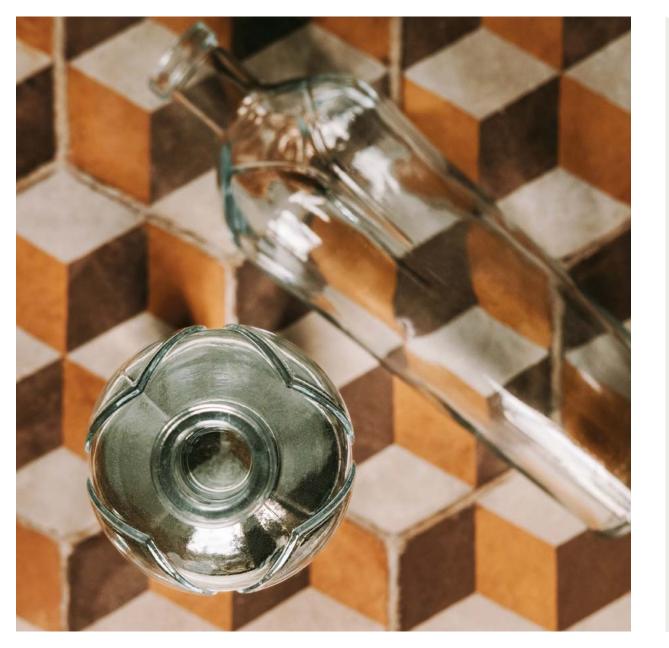
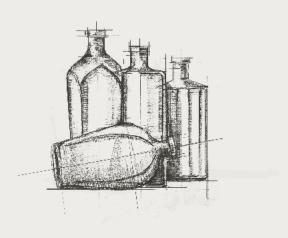
# The Unstandard®

# The ARCHITYPES"





Introducing THE ARCHITYPES

modern packaging inspired by classical architecture.

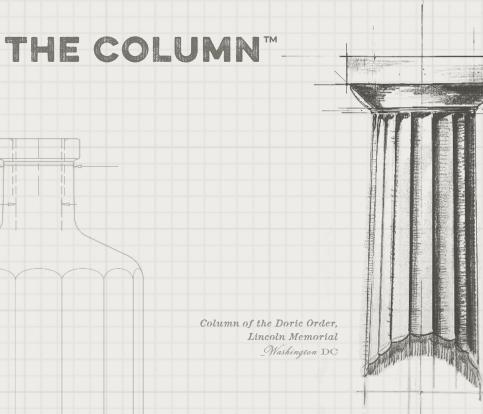


## A STRONG FOUNDATION FOR YOUR BRAND

Since ancient times, architecture and liquid vessels have shared a common language in regard to form, engineering and appearance. From this artful coincidence The Architypes collection was conceived, representing a line of sustainably-minded glass bottles, inspired by the beautiful and classical shapes found in architecture. Each bottle in the collection features statuesque and graceful design elements that elicit the same sense of admiration and awe that we appreciate when we see great architecture. The goal of the collection is to build a strong foundation for your brand while making a lasting impression with your consumer.

## THE BOTTLES

Like the classical architecture that inspired its designs, The Architypes collection provides a long-lasting structure from which to build your brand. Featuring familiar shapes, nuanced detailing, sustainable features and a signature light-blue colored glass, these bottles possess a simple-yet-sophisticated appeal that will truly elevate your brand.



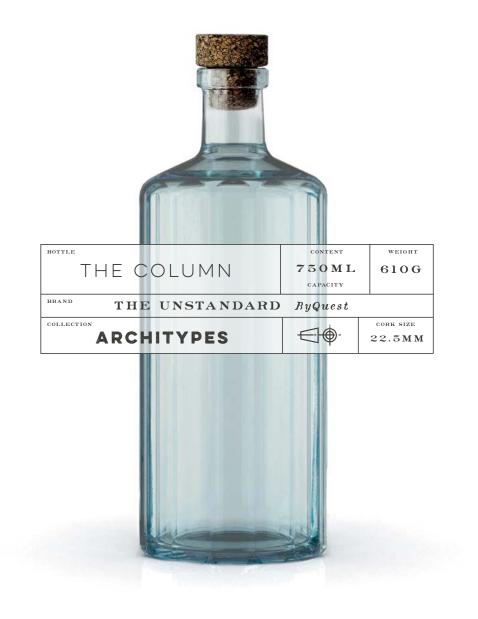
The Column™ is inspired by the stately Corinthian columns used on buildings of power across the western world. The fluted design elements wrap around the entire bottle.



### Notes

- + Conveys confidence and strength
- + Lightweight yet bold profile
- + Soft flutes for all-around branding options
- + Signature light-blue glass formulation
- + Label-ready neck





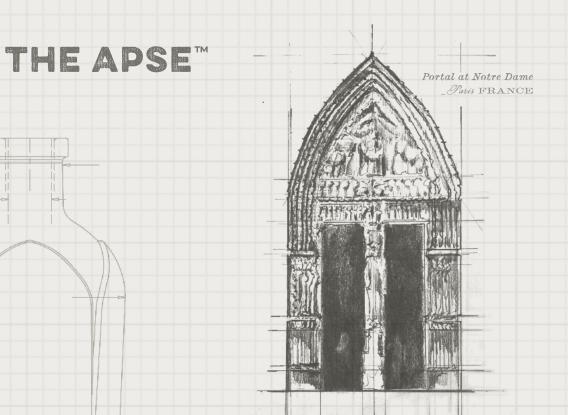


Fig. 2 \_ The Apse

### Notes

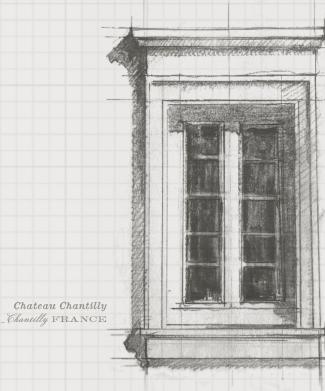
- + Bold profile yet lightweight
- + Wide panels for 360-degree branding
- + Signature light-blue glass composition
- + Label-ready neck

The Apse<sup>™</sup> is inspired by the ornate arched designs typically found in the apse and interiors of majestic cathedrals and other religious buildings of western and Moorish influence. With its vertical and horizontal debossed lines, the arched design lifts your eye upward.





### THE WINDOW<sup>TM</sup>



Inspired by the elegantly grand windows of old world Europe, The Window<sup>™</sup> boasts eight panes in a nearly square bottle. The design is great at highlighting and elevating the liquid within.

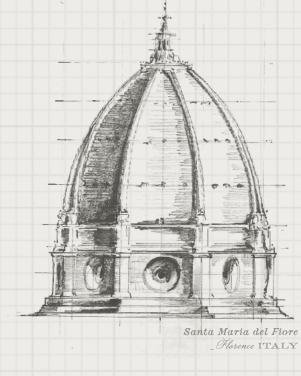


- + Bold profile yet lightweight
- + Wide panels for brand statements and soft beveled edges
- + Signature light-blue glass composition
- + Label-ready neck

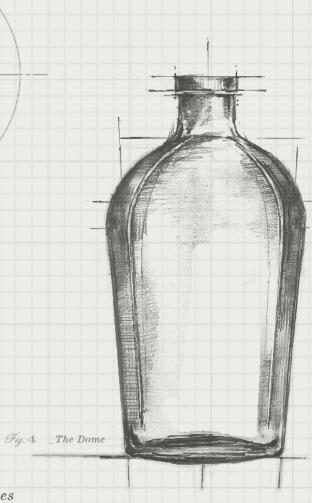




## THE DOME<sup>™</sup>



The Dome<sup>™</sup> offers a classic appeal inspired by iconic domes from around the old world. Detailed architectural design elements include debossed vertical and horizontal lines.



### Notes

+ Bold profile conveys strength

- + Lightweight but strong
- + Wide panels allow branding options on all four sides
- + Signature light-blue glass composition
- + Label-ready neck





# ICONIC, VERSATILE, & INSPIRING

# FIVE KEY FEATURES



### Feature 66.2 VERSATILITY Multidimensional designs offer unique and plentiful spaces for branding.

### Feature M.3 \_ SUSTAINABILITY Includes higher levels of recycled glass in lightweight designs.

### Feature Ch.4 \_ SIGNATURE BLUE GLASS Distinctive color draws attention to the bottle and brand.

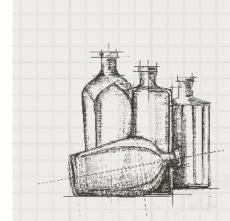
### Feature Ch.5 \_ MADE IN NORTH AMERICA Made with pride while minimizing carbon-footprint and supply chain risks versus overseas glass sources.

# UNIQUELY SUSTAINABLE

The Architypes Collection is specially crafted in an exquisite light-blue colored glass. This rare formulation contains higher levels of recycled glass and the bottles are purposely designed to be lightweight. This means less material is needed per bottle, and that reduced weight requires less fuel across the supply chain– from bottle factory and bottle decorators to the bottling line and retail distribution. In addition to light blue, Architypes bottles are available in clear glass or Infinite Way 100% recycled glass.







## The ARCHITYPES

FOR INFORMATION ON THE ARCHITYPES

AND TO RECEIVE SAMPLES, PLEASE CONTACT: PRISCILA NEIVA priscilaneiva@byquest.com 201 927 4985

help@byquest.com

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