

# HAVENLY WINE

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## Properties list:

- update
- wine
- bottle
- glass and ceramics
- ironic
- minimal
- transparent
- identity by typography
- range of products
- end-user packaging

Uplifting brands use design to make their consumers smile, creating a more intimate dialogue and fostering greater brand loyalty. For every bottle sold of Heavenly wine, five percent of the price is donated to the charity water aid. Turner Duckworth encapsulated this "wine into water" story in the "Drink Generously" branding - a witty message that avoids appearing too worthy

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**Reference:** [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

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## Credits:

**Agency:** Turner Duchworth

**Designer:** David Turner, Bruce Duckworth, Sam Lachlan

Other images: