MacLEAN WINERY





Properties list:

unusual visual association
end-user packaging
single product
new product
wine
labels and sleeves
other shapes
bottle
glass and ceramics
contemporary
opaque
identity by typography
identity by colour
identity by textures and patterns

From Hatch Design studio: "When Craig MacLean set off to start a winery to reflect his Scottish heritage, we incorporated elements from his family crest and patterns from the Clan MacLeantartan in the bottle and identity system.

Reference: http://www.hatchsf.com/

Credits:

Country: USA Year: 2008

Agency: Hatch Design

Other images:



