

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:

