

# MacLEAN WINERY

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## 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."

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

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## Credits:

**Country:** USA

**Year:** 2008

**Agency:** Hatch Design

Other images:

