XAVIER WINES

Properties list:
transparent
glass and ceramics
bottle
labels and sleeves
wine
new product
range of products
end-user packaging
identity by abstract shapes
identity by typography

Xavier wines range designed by Deka Design:

" Wine label design - This series of wine labels won the Double Gold Prize for Design at the 2008 San Francisco International Wine Festival just days after being released.

"X" shape is the icon of the brand. X is a little mysterious. X is a little naughty. X also marks the spot: as in the location of the winery shown on the back label. The story of the wine maker is an integral part of the design along with concise facts about the wine itself."

Reference: http://dekadesign.com/index.php?page=portfolio&category=6&project=2

Credits:

Agency: Deka Design

Awards: Double Gold Prize for Design at the 2008 San Francisco International Wine Festival

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