



Properties list:  
end-user packaging  
single product  
new product  
labels and sleeves  
bottle  
glass and ceramics  
unusual visual association  
contemporary  
identity by abstract shapes  
wine

Inkwell approached Mash to rejuvenate their wine packaging and brand identity. The ink splatter forms the central part of the brand identity and packaging. Logo type was kept simple and used on a neck label to keep separation between the type and the strong yet simply presented ink imagery. The label shape reflects the open pages that would create such a pattern. Uncoated stock was used with 2 levels of high build gloss varnish on the ink area, giving the label a three dimensional feel.

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Reference: [http://www.mashdesign.com.au/projects\\_html/inkwell.html](http://www.mashdesign.com.au/projects_html/inkwell.html)

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**Credits:**

**Country:** Australia

**Agency:** Mash

Design

Other images:

