SHINAS ESTATE: THE GUILTY



Properties list:

end-user packaging single product new product wine labels and sleeves bottle glass and ceramics cardboard and paper ironic unusual visual association photo to evoke identity by photo

The owner/wine maker of this brand also happens to be a magistrate judge, hence the brand name and concept that was developed, ?The Guilty?. A mysterious character was illustrated usin g dark tones, the image purposefully rough. Is this the guilty character or the judge? This has been purposefully left open to interpretation to create a talking point and adding to the memorability of the package. Front label type is handwritten, no fonts necessary.

Reference: http://www.mashdesign.com.au/projects_html/shinas_estate.html

Credits: Country: Australia Agency: Mash Design

Other images:



