

# SHINAS ESTATE: THE GUILTY

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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 using 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.

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

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## Credits:

**Country:** Australia

**Agency:** Mash

Design

Other images:

