

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 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.

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

Credits:

Country: Australia

Agency: Mash

Design

Other images:

