

LAZARUS WINE



Properties list:

- tactile packaging
- information about content
- information accessibility
- design for all
- end-user packaging
- single product
- new product
- wine
- labels and sleeves
- bottle
- glass and ceramics
- cardboard and paper
- minimal
- contemporary
- debossed, embossed
- identity by colour
- identity by textures and patterns

Product labels are an essential part of the whole marketing exercise: they communicate important information about the stored item and also help in branding efforts for a company. However, these labels are lost on the blind for obvious reasons. This is why Baud decided to incorporate Braille in designing the package and label for Lazarus Wine. The bottle itself makes for a brilliant design and the label is made intelligible for the sightless with Braille inscriptions. The whole manufacturing process is highlighted by the engravings. The beauty of the bottle is not lost on the general public either with the usage of bright colors.

Font used: BRAILLE

Reference: <http://www.lazaruswine.com/> , <http://www.baud.es/trabajos-diseno/branding-lazarus-wine/>

Credits:

Country: Spain

Year: 2008

Agency: Baud

Other images:

