

HEBERIDEAN DISTILLERS



Properties list:
end-user packaging
single product
update
labels and sleeves
identity by shape
identity by typography
glass and ceramics
identity by illustration
bottle
alcohols and spirits

Good Creative: "The Hebridian Distillers are based in a beautifully isolated spot at the end of a single track road on the Isle of Skye. A small dedicated team lead by Sir Iain Noble, they pride themselves on their Gaelic ancestry, speaking the language and fiercely protective of their traditions. Pràban, means "a smugglers' den" in Gaelic and this influenced our approach to their identity and packaging. An illustration by Richard Phipps combined with ancient typefaces in both English and Gaelic, to create a unique range of communications and packs that felt at home on the island."

Reference: http://www.good-creative.co.uk/gaelic_whisky.html

Credits:

Country: UK

Agency: Good Creative

Other images:

