

ORKNEY BREWERY



Properties list:

- single product
- end-user packaging
- update
- beer
- alcohols and spirits
- identity by illustration
- opening and closure systems
- labels and sleeves
- identity by typography
- bottle
- glass and ceramics
- identity by shape
- adults

Good Creative: "Orkney is one of the oldest communities on the planet, so 5000 YEARS IN THE MAKING became the strapline for the new brand. The brewery's history as a schoolhouse, home to the islands raven population drove a refreshed identity with a celtic knot at its heart. The packaging of the core range had to appeal to a new, younger drinker, whilst at the same time not isolate the existing older consumer. New typography and refreshed colours framed illustrations by Myles Talbot, giving a traditional but distinctive and contemporary flavour to the range. Alongside the core ales, stand alone brands had to live within the overall brand umbrella. 59 Degrees North, the brewery's latitude, is a new lager. Skullsplitter is a super strong beer for the American market and Dark Island Reserve is matured in whisky casks to produce a unique beer to be enjoyed with food. Each product required it's own personality, packaging and support material. All in their own right have proved to be hugely successful."

Reference: <http://www.good-creative.co.uk/Orkney.html>

Credits:

Country: UK

Agency: Good Creative

Other images:

