

SCOTTISH LEADER



Properties list:

- single product
- update
- alcohols and spirits
- folding carton
- bottle
- unusual visual association
- cardboard and paper
- glass and ceramics
- identity by typography
- identity by illustration
- end-user packaging

Good Creative: "Evolution, not revolution was the brief. Scottish Leader had a loyal following in overseas markets and a softly, softly approach was called for by the client. However, in the 16 months that followed the only thing to remain, due to budget, was the bottle. The logotype was re-drawn and re-cut to reflect the brand values. The illustration was abandoned and a new dramatic painting was commissioned from leading Scottish painter Andy Taylor. New typography, colour palette, distillery illustration, primary and secondary packaging, guidelines, website, point of sale and advertising all followed."

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

Credits:

Country: UK

Agency: Good Creative

Other images:

