

# SCOTTISH LEADER

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## 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."

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Reference: [http://www.good-creative.co.uk/scottish\\_leader.html](http://www.good-creative.co.uk/scottish_leader.html)

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## Credits:

**Country:** UK

**Agency:** Good Creative

Other images:

