

BACKYARD VINEYARDS



Properties list:

- bottle
- glass and ceramics
- cardboard and paper
- contemporary
- unusual visual association
- identity by typography
- identity by illustration
- wine
- new product
- single product
- end-user packaging
- adults

The Vancouver based agency Brandever seems to have specialised in designing for vineyards. The label design they created for this wine balances modern design and typography with classic wine iconography. Victorian-style twisted vines, cutesy animals and farmhouse tools get a new treatment inside strictly modern and geometric typography. Crisp white paper stock and deep black ink. No fake-aged brown paper and burgundy and gold print here.

Reference: <http://www.fabienbarral.com>

Credits:

Country: Canada

Year: 2010

Agency: Brandever

Designer: Fabien Barral

Other images:

