

# HEATHCOTE II WINE

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Properties list:  
identity by typography  
contemporary  
cardboard and paper  
glass and ceramics  
bottle  
wine  
new product  
single product  
end-user packaging  
adults

A flooded wine market full of quirky Australian wine brands. A little known area of Heathcote, a new wine region with no recognition but producing great quality Shiraz. We aptly named it Heathcote II to reference the two experts and reinforce the provenance message. This was expressed as a very simple identity through the roman numeral 'II' and the 'Heathcote' word joining it to create a 'H' mark. Through the thick white paper label a clever diecut 'II' expose the black bottle underneath creating a stunning visual layer to a very simple brand mark. This simple identity had enormous standout and added a real confidence to an otherwise unknown region. Since its conception this wine has had an abundance of national and international success, distribution through Australia's finest boutique cellars and restaurants, new export markets and local heroes.

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Reference: <http://yellobrands.com>

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**Credits:**

**Country:** Australia

**Year:** 2009

**Agency:** Yello

Other images: