

LOGAN WEEMALA



Properties list:
end-user packaging
range of products
new product
box
bottle
glass and ceramics
contemporary
identity by illustration
wine
identity by typography

Wine Packaging from War Design. War Design created this packaging for the Weemala range from Logan Wines, a small Australian family winery. As the designers explain, "When you are a boutique winner with little advertising, creating impact on the shelf is imperative. Simple, stylish line drawings of birds native to the Mudgee region stood out from the multi-coloured crowd, and complemented Weemala's aboriginal meaning of good view".

Reference: [Arts Project Packaging Design N.109 - April 2008, http://www.wardesign.com.au/work/weemala/](http://www.wardesign.com.au/work/weemala/)

Credits:

Agency: War Design

Awards: 2006 AGDA Awards - Sale Effectiveness Finalist

Other images:

