

# LOGAN WEEMALA

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## 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".

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

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## Credits:

**Agency:** War Design

**Awards:** 2006 AGDA Awards - Sale Effectiveness Finalist

Other images:

