

# RARE HEART WINE

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## Properties list:

- single product
- new product
- wine
- labels and sleeves
- bottle
- glass and ceramics
- contemporary
- smooth
- identity by typography
- end-user packaging
- identity by illustration

Designed by Brett Layton. From [BrainCELLS](http://www.braincells.com.au) website: "Rare Earth Wines select the best parcels of fruit from wineries in Australia and New Zealand to make their wines. Their constant search for 'rare earth' for 'rare wine', ensures that each variety is the very best from that region. The hand-picked icon was chosen to represent the brand on a label that is minimal and understated."

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Reference: <http://www.behance.net/Gallery/Rare-Earth-Wines/148592> , <http://www.braincells.com.au/>

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## Credits:

**Country:** Australia

**Agency:** BrainCELLS

**Designer:** Brett Layton

Other images:

