

# WYBOROWA VODKA

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## Properties list:

update  
end-user packaging  
alcohols and spirits  
bottle  
glass and ceramics  
minimal  
transparent  
translucent  
identity by typography  
single product

A concept from [Hamish Smyth](http://www.hamishsmyth.com/index.php?/recent/wyborowa-vodka/), a student at RMIT (Melbourne, Australia).

"Label re-design using only typography for Polish Vodka brand Wyborowa. My concept uses hand drawn typography - referencing traditional Polish graphic design which featured lots of handmade type.

The clarity of the vodka is its main feature, which is emphasised by having the story of the Vodka's origin on the back of the bottle. The viewer peers through the product to read the story. When viewed on an angle the viewer gets an interesting warped optical effect whilst isolating the products name on the front of the bottle."

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Reference: <http://www.hamishsmyth.com/index.php?/recent/wyborowa-vodka/>

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## Credits:

**Country:** Australia

**School:** RMIT University (Melbourne, Australia)

**Student:** Hamish Smyth

Other images:

