## ORKNEY BREWERY



## Properties list:

single product
end-user packaging
update
beer
alcohols and spirits
identity by illustration
opening and closure systems
labels and sleeves
identity by typography
bottle
glass and ceramics
identity by shape
adults

Good Creative: "Orkney is one of the oldest communities on the planet, so 5000 YEARS IN THE MAKING became the strapline for the new brand. The brewery's history as a schoolhouse, home to the islands raven population drove a refreshed identity with a celtic knot at its heart. The packaging of the core range had to appeal to a new, younger drinker, whilst at the same time not isolate the existing older consumer. New typography and refreshed colours framed illustrations by Myles Talbot, giving a traditional but distinctive and contemporary flavour to the range. Alongside the core ales, stand alone brands had to live within the overall brand umbrella. 59 Degrees North, the brewery's latitude, is a new lager. Skullsplitter is a super strong beer for the American market and Dark Island Reserve is matured in whisky casks to produce a unique beer to be enjoyed with food. Each product required it's own personality, packaging and support material. All in their own right have proved to be hugely successful."

Reference: http://www.good-creative.co.uk/Orkney.html

Credits:

Country: UK

**Agency:** Good Creative

## Other images:

