RARE HEART WINE



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 <u>BrainCELLS</u> 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."

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

Credits:

Country: Australia
Agency: BrainCELLS

Designer: Brett Layton

Other images:



