

CHURCHILL WINE



Properties list:
end-user packaging
range of products
update
wine
bottle
identity by photo
photo to evoke
glass and ceramics
cardboard and paper
contemporary

Via [Design Week](#)

: "Interbrand has refreshed Churchill Wines' identity and redesigned the packaging across all its port and wine ranges. [...] The new packaging for the Portuguese-based wine group is said to reflect the environment in which it is produced. "We went to the Douro Valley, which inspired the photographs and illustrations on the packaging," explains Nunzi-Mihranian. She says that these values are represented by the tagline "Worth waiting for", which has been coined by Interbrand. The marque has been adapted across all ranges and the typeface has also been clarified. "We brought the crown back, which the company didn't always use, and, as the typeface is quite iconic, we just tweaked it," says Nunzi Mihranian. An embossed logo appears on the bottle in black gloss, printed onto a thick paper stock, to show "purity and simplicity", according to Nunzi Mihranian"

Reference: <http://www.designweek.co.uk/news/interbrand-updates-churchill-wines/1140874.article>

Credits:

Agency: Interbrand

Creative Director: Daniela Nunzi Mihranian

Other images: