YELLOW+BLUE



Properties list:

identity by system of colour
typographical texture
contemporary
polylaminated
gable top
wine
new product
range of products
end-user packaging
adults

Yellow+Blue = Green, as in organic wines in recyclable Tetra Paks. Spear Design Group developed the new packaging that tells the Yellow+Blue story for the company?s four eco-fr iendly, organic wines: Malbec, Torrontes, Sauvignon Blanc and Rosé. Wine descriptors a nd factoids wrap around the eco-friendly carton: Artisanal wine from the world?s best vi ntners, made with organic grapes, 93% wine 7% packaging, smaller carbon footprint costs less to ship, contains 33% more wine than a 750ml glass bottle. The type grows up vertically to create visual impact. Signed by the Founder & President of the company, W. Matthew Cain.

Reference: http://geoffspear.com/portfolio/yandbwines.html

Credits:

Country: United States of America
Year: 2009
Agency: Spear Design Group

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