

"SHARE" wine label design

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1. CREATIVE WORK NAME

"SHARE" WINE LABEL DESIGN

2. NAME OF ARTIST

PATRICA KHEMNGUAD

3. BACKGROUND OR SIGNIFICANT OF THE PROJECT

SHARE PRODUCT IS CURATED BY THE WINE EXPERT, SAITHIP (TINA) TERMSOMKET, WHO IS CHANGING AND RAISING THAI AWARENESS OF WINE IN ORDER TO BRING WORLD WINES TO THE THAI PEOPLE. THERE ARE 3 PRODUCT LINES;

- SHARE - RED WINE
- SHARE - WHITE WINE
- SHARE - ROSÉ WINE

THE WINE CALLED "SHARE" IS THE PRODUCT OF LISBON, PORTUGAL. CASA SANTOS LIMA, THE WINERY AND PRODUCER OF THE PRODUCTS, USE SPECIAL GRAPE VARIETIES THAT IS NOT VERY WELL KNOWN AND DOES SUSTAINABLE AGRICULTURE WITH THE LEAST EFFECTS ON NATURE AND THE MOST IMPACT ON CONSUMERS. SO, THIS PROJECT HAS BEEN WORKING FOR OVER 2 YEARS UNTIL THE FIRST LAUNCH IN OCTOBER 2015. SHARE IS FOR A NICHE MARKET OF MODERN WINE CONSUMERS, NOT EXPENSIVE WINE BUT HAVE A GOOD QUALITY. BECAUSE SHARE BRAND IS VERY NEWCOMER IN THAI MARKET. MOST OF PEOPLE HAVE KNOWN PORTUGAL WINE JUST ABOUT 18% SWEET PORT WINES. FEW PEOPLE REALLY KNOW THERE ARE ALSO STILL DRY WINES. SO, THE FIRST REQUIREMENT OF THE PRODUCT IS A LABEL TO DRAW CONSUMERS' ATTENTION AND CREATE BRAND IDENTITY.

4. PROJECT OBJECTIVE

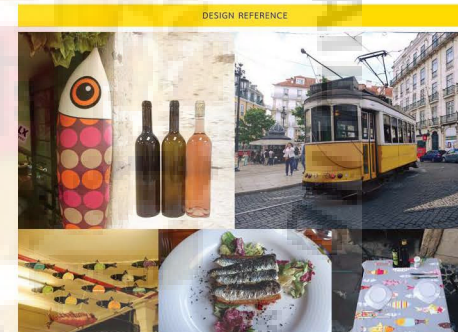
1. TO CREATE BRAND IDENTITY OF THE PRODUCT
2. TO ENCOURAGE THE FIRST IMPRESSION OF "SHARE", INTRODUCING THE PRODUCT TO THE MARKET.
3. TO BUILD UP BRAND AWARENESS TO BE RECOGNIZE AMONG THE TARGET AUDIENCE

5. CONCEPT

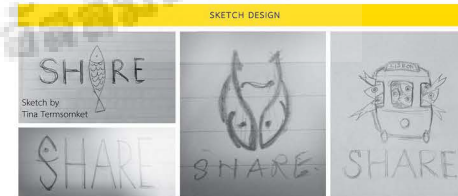
WINE, FOOD, LIFE, LOVE ARE ALL MEANT FOR US TO SHARE. "SHARE" IS THE WORD THAT IS SO POWERFUL AND POSITIVE. THE ILLUSTRATION AND GRAPHIC DESIGN ON THE LABELS REPRESENT LISBON, PORTUGAL, WHERE THE PRODUCT COMES FROM. THE CITY OF LISBON EATS A LOT OF SARDINES THAT ARE EVEN MORE DELICIOUS WHEN PAIR WITH RED WINE. ALSO, THE YELLOW TRAM IS THE MAIN PART OF LISBON IDENTITY. ALL OF THESE IMAGES ARE COMBINED TO FIT SHARE IDENTITY. IN ADDITIONS, THE KEY VISUAL OF SHARE LABEL ILLUSTRATES SARDINES PACK IN THE LISBON YELLOW TROLLEY IMPLYING OF FUN, SHARING AND FULL OF THE PRODUCT'S QUALITY.

6. PROCESS OF DESIGN OR ART WORKS

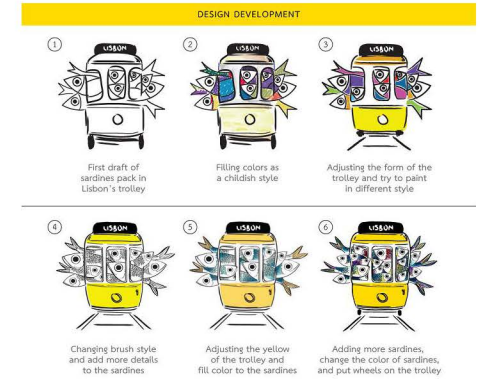
1.1 DOING A RESEARCH ABOUT LISBON, EXISTING WINE LABEL DESIGNS, ANALYZING THE PRODUCT AND FINDING DESIGN REFERENCES. ALL IMAGES ARE TAKEN BY THE DESIGNER.



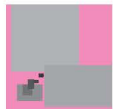
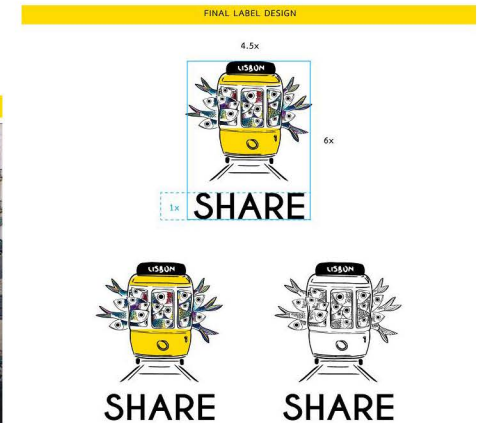
1.2 CREATE HAND-DRAWN SKETCH DESIGNS AND DISCUSS WITH THE BRAND OWNER

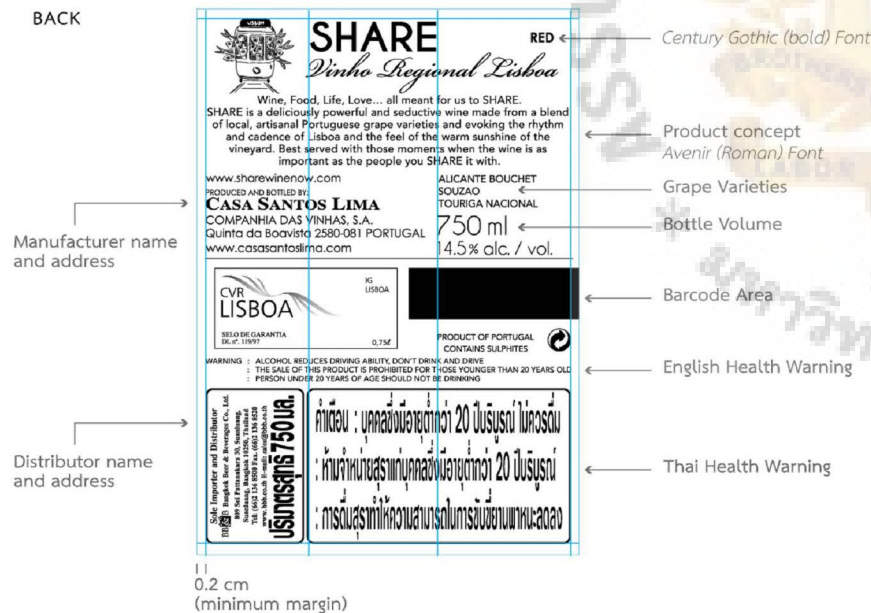
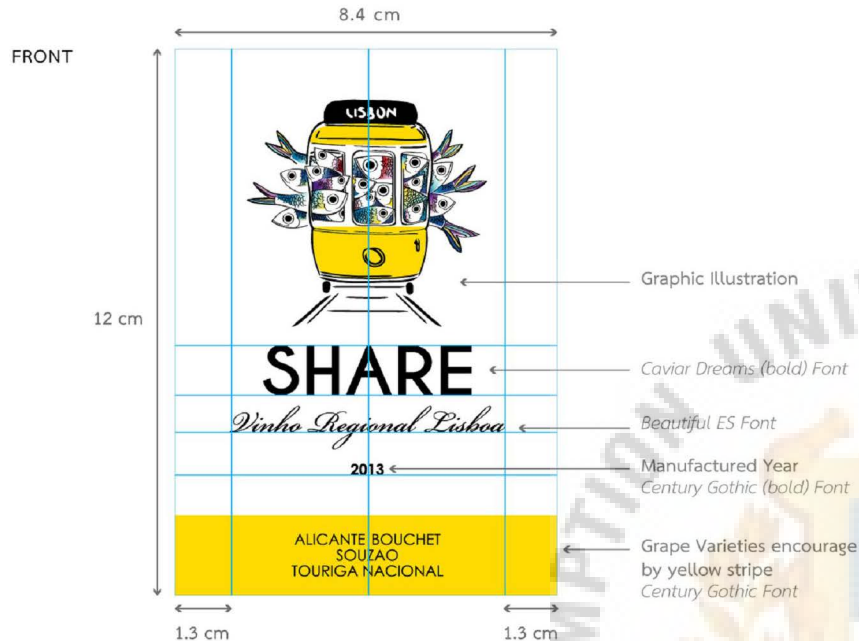


1.3 DEVELOP THE SELECTED DESIGN



1.4 DEVELOPING THE LABEL DESIGN





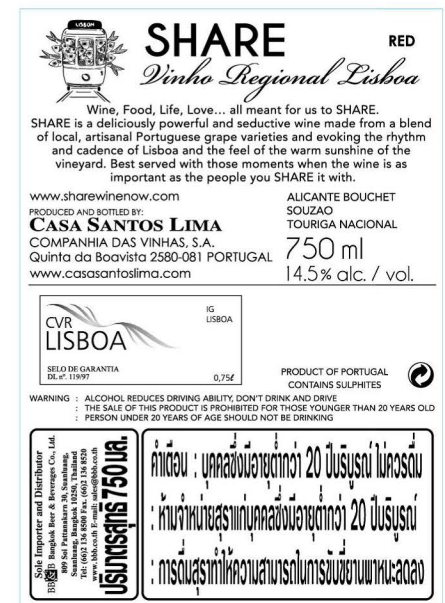
7. MATERIAL AND TECHNIQUES OF DESIGN OR ARTWORKS

"SHARE" WINE LABEL DESIGN WAS CREATED BY ADOBE ILLUSTRATOR APPLICATION. THE ILLUSTRATION OF SARDINES PACK IN THE YELLOW TROLLEY WAS DRAWN BY FREE HAND (MOUSE) WITH BRUSH TOOLS. ANOTHER GRAPHIC SHAPE CREATED AND ADJUSTED BY PEN TOOL, DIRECT SELECTION TOOL AND CONVERT ANCHOR POINT TOOL. THE SARDINES IS FULL OF VIVID GRADIENT COLORS TO REPRESENT SARDINE SCALES.

THE FRONT LABEL'S LAYOUT SETS THE MAIN ILLUSTRATION AS CENTER ALIGNMENT SAME AS PRODUCT'S NAME AND NAME OF GRAPES TO MAKE IT DISTINCTIVE. THE "SHARE" TITLE, MADE BY CAVIAR DREAMS (BOLD) FONT. THE HANDWRITING TYPEFACE IS BEAUTIFUL ES FONT. CENTURY GOTHIC FONT IS USED FOR THE SUBHEADER AND AVENIR (ROMAN) IS USED FOR THE BODY TEXT.

FOR THE BACK LABEL, THERE ARE INFORMATION AND REQUIREMENTS THAT ARE REQUIRED A HIERARCHY OF READING. THE THAI HEALTH WARNING STATEMENT IS RESTRICTED FORMAT. ALSO, THE MANUFACTURER NAME, IMPORTER NAME AND ADDRESS ARE LIMITED. TO MAKE THE PRODUCT INFORMATION READABLE AND EASY FOR AN AUDIENCE TO READ, LAYOUT, COLUMN AND PROPORTION ARE CONSIDERED. VARIETY OF TYPE CHARACTERS AND SIZE HELP A LOT FOR MANAGING THE SPACE.

8. PICTURE OF DESIGNED WORK





	C 0	R 255
	M 15	G 218
	Y 100	B 0
	K 0	
	C 0	R 0
	M 0	G 0
	Y 0	B 0
	K 100	



9. KNOWLEDGE AFTER FINISHED PRODUCE ART OR DESIGN WORKS

THE PROJECT OF SHARE WINE LABEL DESIGN GIVES ME A LOT OF KNOWLEDGE AND EXPERIENCE ABOUT DESIGNING WINE LABEL. FIRST, THE DESIGNING PROCESS AND DEVELOPMENT WORKED WELL, EVEN THE MANUFACTURER, DISTRIBUTOR, BRAND OWNER AND GRAPHIC DESIGNER LIVING IN DIFFERENT COUNTRIES.

SECOND, IT IS A CHANCE TO PRACTICE DESIGNING BRAND IDENTITY VIA PRODUCT LABEL, WHICH IS INTERNATIONAL BRAND. THIS PROJECT MAKES ME SEE HOW IMPORTANT OF BRAND IDENTITY AND BRAND AWARENESS. ALSO, I FOUND THE NEW STYLE OF GRAPHIC ILLUSTRATION THAT I HAVE NEVER DONE BEFORE, AND GOT A GOOD OUTCOME.

THIRD, I LEARN HOW TO MANAGE VARIOUS INFORMATION, WHICH IS REQUIRED ON THE BACK LABEL. IT IS THE CHALLENGING TO PUT ALL THE INFORMATION IN A LITTLE PIECE OF PAPER.

PRINT PRODUCTION AND FINISHING TECHNIQUE PRODUCED BY CASA SANTOS LIMA. THE PAPER HAS A BIT ROUGH SURFACE, IS SELECTED. SPOT UV TECHNIQUE IS USED FOR HIGHLIGHTING THE SARDINES AND THE BRAND NAME. IT MAKES THE LABEL LOOKS MORE UNIQUE AND BEAUTIFUL. THANK CASA SANTOS LIMA FOR OFFERING THE PRINTING AND FINISHING TECHNIQUE.

THE PROJECT WAS DONE SUCCESSFULLY. SHARE GETS A LOT OF GOOD FEEDBACK ABOUT THE PRODUCTS AND THE LABEL DESIGN. THE GRAPHIC ILLUSTRATION, SARDINES PACK IN THE YELLOW TROLLEY, IS NOW APPLIED ON VARIOUS MEDIA SUCH AS FACEBOOK PAGE OF SHARE WINE NOW, THEIR BUSINESS CARD AND THE OFFICIAL WEBSITE.

TYPEFACE

CAVIAR DREAMS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#

BEAUTIFUL ES

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789!@#

CENTURY GOTHIC (BOLD)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#

CENTURY GOTHIC (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#

AVENIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#

