

Brand Spirit for Distilled Spirits

A national design contest challenged BrandDirections to develop a visual identity for Huber Winery's sub-brand, Starlight Distillery.



Challenge

BrandDirections was one of three agencies selected to participate in the BXP Makeover Challenge, an annual contest that provides an opportunity to showcase packaging design expertise from around the country. The challenge was to develop a blue-sky, package design for Indiana-based Huber Winery's spirits line and sub-brand, Starlight Distillery. Specifically, create a visual identity for Starlight that could be extended across the entire product line.

Think

We took a big picture, holistic approach, examining the entire business structure:

- Utilized our BrandAlignment™ process (defining the brand) starting with Huber as the parent brand, and how Starlight Distillery fit within it.
- Conducted Brand Archetype exercise to determine brand personality and characteristics.
- Researched craft brewing industry, interviewed craft spirits bartenders and retailers in Wisconsin and Kentucky, as well as purchasers.
- Visited Huber's headquarters in Indiana, and interviewed employees.

Create

We used the research, brand story and archetype to redesign the packaging to have a stronger connection to the better-known Huber brand, creating a strong brand family look and feel.

- Created design elements and copy to reference the brand's regal history; hangtags spotlighting the 7-generation tradition, and Huber name on the label.
- Included key terms like artisan, copper-pot distilled, small batch and farm-to-bottle to signal to consumers a quality, craft-distilled product.
- Designed Flavor Circle to hold product information using a strong graphic pattern in a craft woodcut style to differentiate each flavor.
- Organized words and graphics into zones for quick read and recognition, making flavors primary.

Connect

Readers voted on which concept and strategic approach best met the objectives. BrandDirections was selected as the winner. Voters found the concepts "classy" and the best fit for the Huber brand. The concepts were featured in BXP's year-end issue, and BrandDirections was presented with an award at its annual Package Design Matters Conference.

SCOPE OF WORK

BrandAlignment™ Process

Research

Logo Design

Package Design

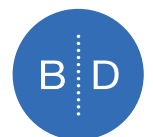
Production

Illustration

3-D Renders & Comps



BEFORE



BrandDirections
Think. Create. Connect.