



Royal label redesign

Indiana-based *Oliver Winery* recently hired *Flowdesign* to redesign two of the labels for its best selling wine products.

Both have newly design bottles topped with decorated corks that are seen through the clear glass. The corks match each redesigned package. For the Soft Wine collection, designers used grapes and leaves from the original label design, focusing on just one grape cluster. The new label was configured in a vertical layout to match its new, elongated bottle. For Camelot Mead, a new colorful illustration appears on the inside of the back label of the bottle; illuminated through the white wine and clear glass bottle. An imperial crest was designed to match the brand name theme.

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