



BACCHUS

**Naming, label and packaging design for
vintage cognac from Kazakhstani alcoholic
beverages producer BACCHUS**



Task

- Come up with a name, create a label and packaging for limited batch of cognac made of 16-years-old cognac spirits, dedicated to the 70th anniversary of the Bacchus plant.
- This cognac will be the most expensive product in the assortment matrix and will be released in a limited edition (1000 bottles only).
- It will be distributed in Kazakhstan in specialized stores and retail chains of the high-price segment.
- It is important to express the exclusivity and high cost. Also it is necessary to emphasize the peculiarity of the date – a proud moment not only for the plant, but for the country as well.



Target audience

- Target audience is businessmen, executives, authorities in various fields of activity.
- They are visionaries and leaders who appreciate conciseness, order and function.

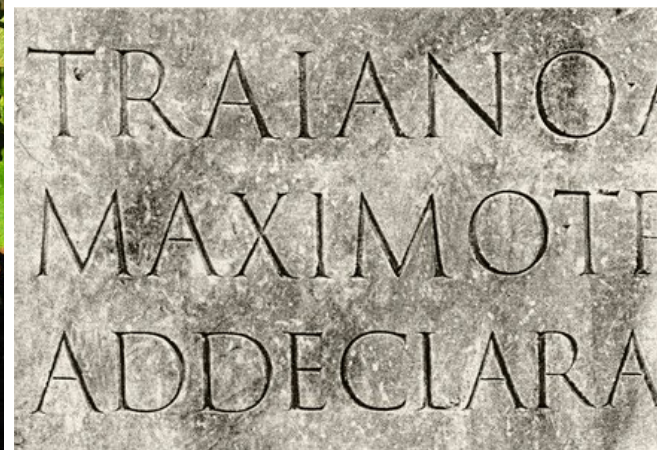
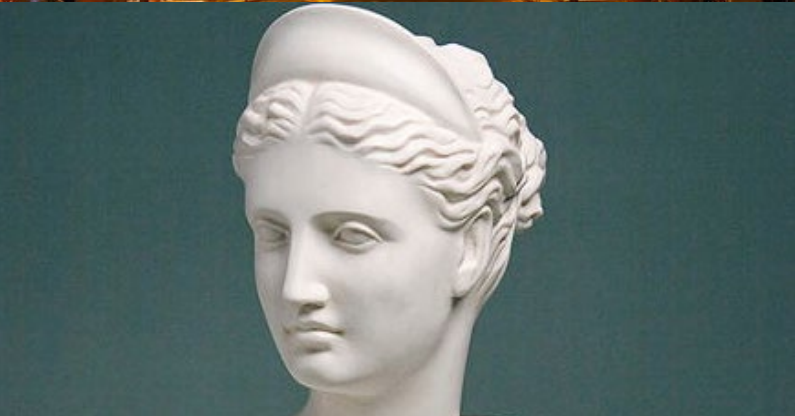


Idea

LXX is a unique number

- Bacchus celebrates a special date. Number seven, which is contained in the number of 70, is unique in many cultures, especially among Eastern peoples: seven tribes, seven days of the week, Seven Wonders of the World.
- 70 years is a symbolic number associated with the idea of the historical cycle among the ancient Middle Eastern people.
- It would be strange not to emphasize the peculiarity of this number and our drink.







BACCHUS
SINCE 1948

SEPTUAGINTA
LXX



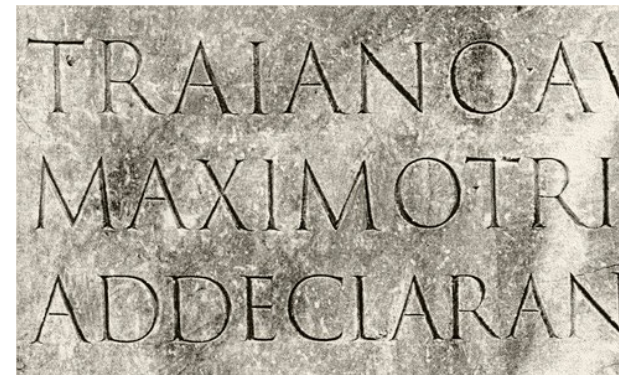
Septuaginta expresses the spirit of time, the wealth, the history of the drink, its nobility.

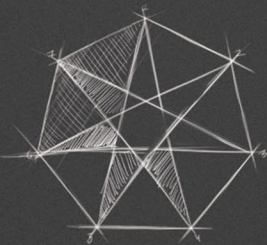
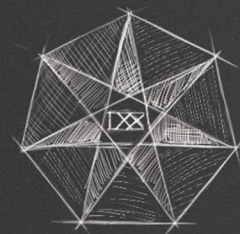
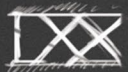
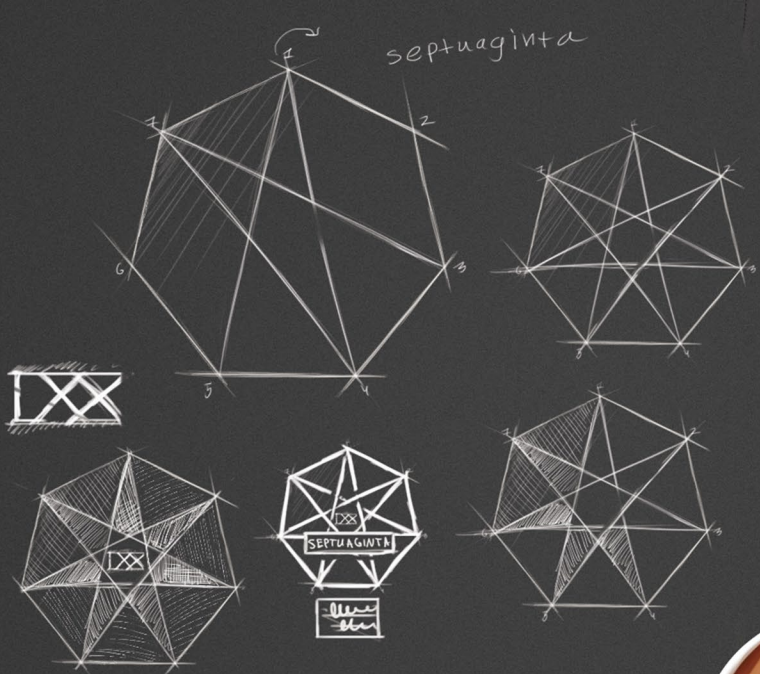
Septuaginta is a Latin word for «seventy». This number is strongly associated with the ancient "Translation of the Seventy", a sacred text translated into Greek. Often referred to as "LXX" (number 70 written in Roman numerals). The name «Septuaginta» has been already mentioned in the writings of Augustine of Hippo.

SEPTUAGINTA

LXX

The form of the letters of the inscription is taken from the famous written artifact – Trajan's Column. The logo is based on the font Trajan by the Monotype publishing, and exactly reproduces the shape and the rhythm of the letters on the plate under Trajan's Column. In fact, this inscription is a modern interpretation of Roman monumental writing.





CARAFE
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продка
вз бочки

AKUSUS



1224

ZADIG



2 уровня
гравировки
ЛОГОТИП
BACCHUS

AKUSUS



1287

DYNAMITE



AKUSUS

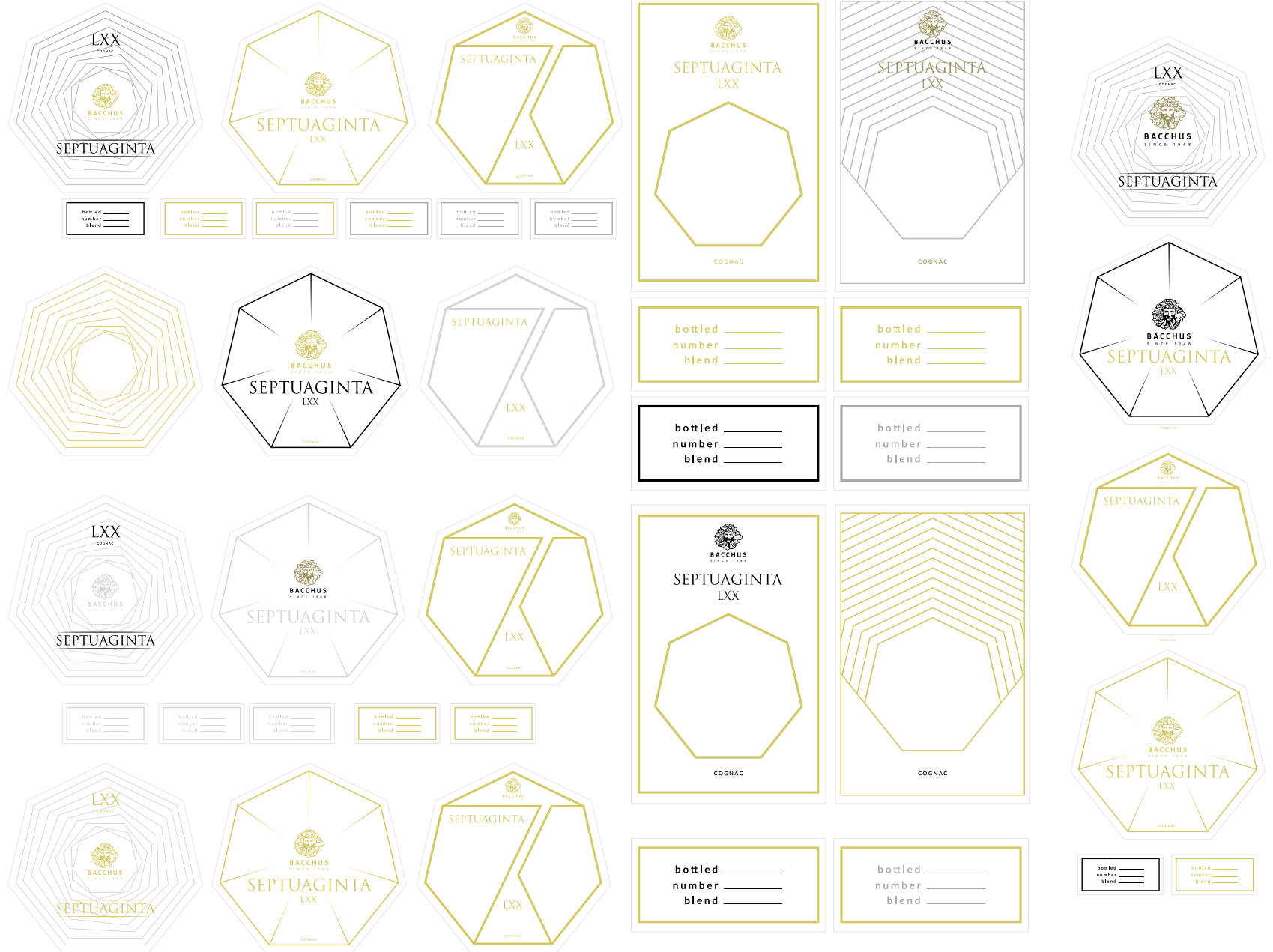


1170





Search for the form and number seven





Primary sketches of the packaging form factor.



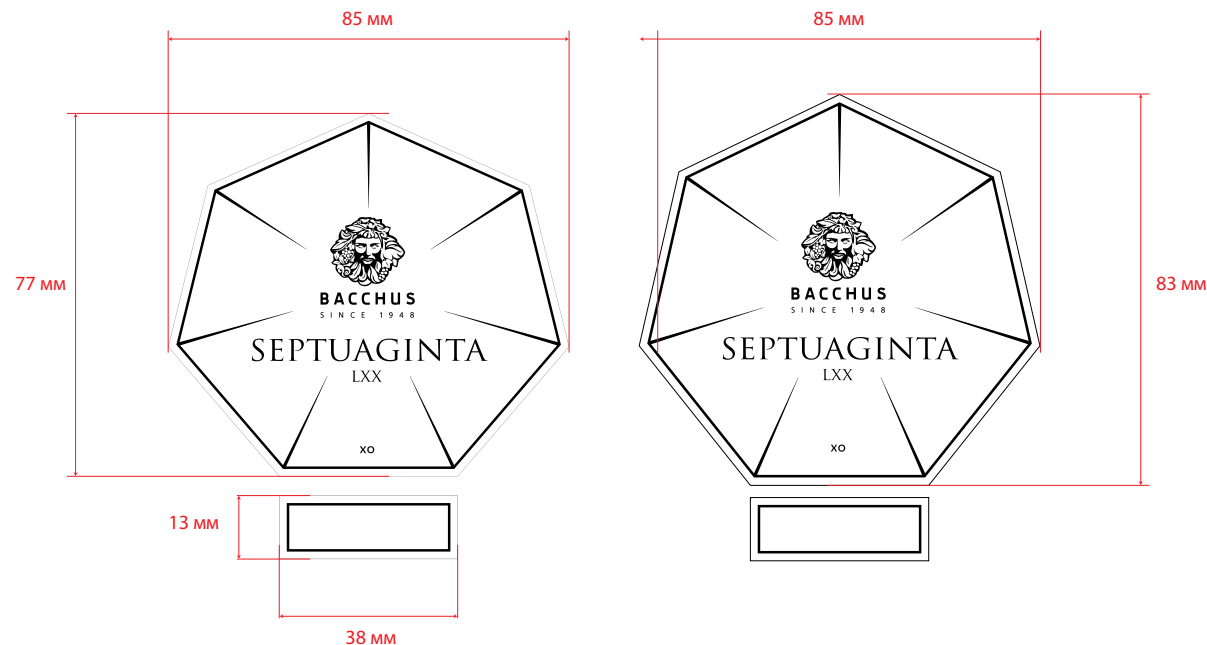


Label

The label has the shape of a regular heptagon. The application of the image on the label is carried out by stamping. Label paper is textured and has a cream tint.

An additional part of the label (rectangular below) is a field for bottle's number. The numbering of the bottle is carried out manually by a qualified specialist with a calligraphic tool – a pen of 2–3 mm. The script is an old-fashioned Antiqua, it is possible to use Uncial script and minuscule digits (old style). The ink color is black.

When displaying labels on a plane, a direct image of a regular heptagon is possible. When the label is used for its intended purpose – put on the bottle – optical distortion compensation is necessary (the label is intentionally deformed – the vertical dimension is reduced –6 mm)





BACCHUS
SINCE 1948

SEPTUAGINTA

LXX

XO



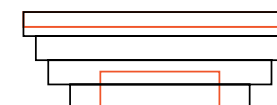
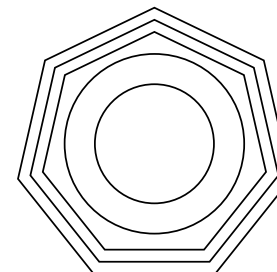
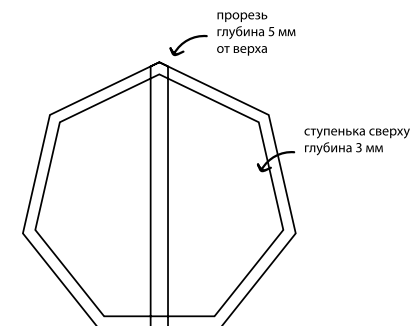
Cork

Bark cork is made according to the standard technology. A distinctive feature of the design is the use of natural materials. The cork cap has the shape of a truncated seven-sided pyramid with three steps and is made of beech wood.

The cork design presumes the use of sealing wax as a seal.



Эскиз колпачка для производства



посадочное отверстие для корковой ножки R24 мм глубина 7 мм



Box sketch

The design is based on natural materials – solid beech, uncoated whole-cellulose cardboard.

Production technologies are CNC, painting, varnishing, grinding, UV printing.

The wooden parts form a solid frame where the Italian-made designer cardboard of the brand SUMO with a thickness of 1 mm and a density of 700 g per square meter is inserted (white on the sketches).

The main idea is a combination of two materials with the fact that despite the predominance of cardboard surfaces, the design requires rigidity and resistance to mechanical stress.

On the upper and lower base of the box, slots are made, 5 mm deep and 3 mm thick.

The cardboard is inserted into the slots and gets clamped on top and bottom, on the sides it is held by reinforcing wooden posts that are inserted into special grooves in the upper and lower base.

The technology of the image on cardboard is a large-format UV printing.

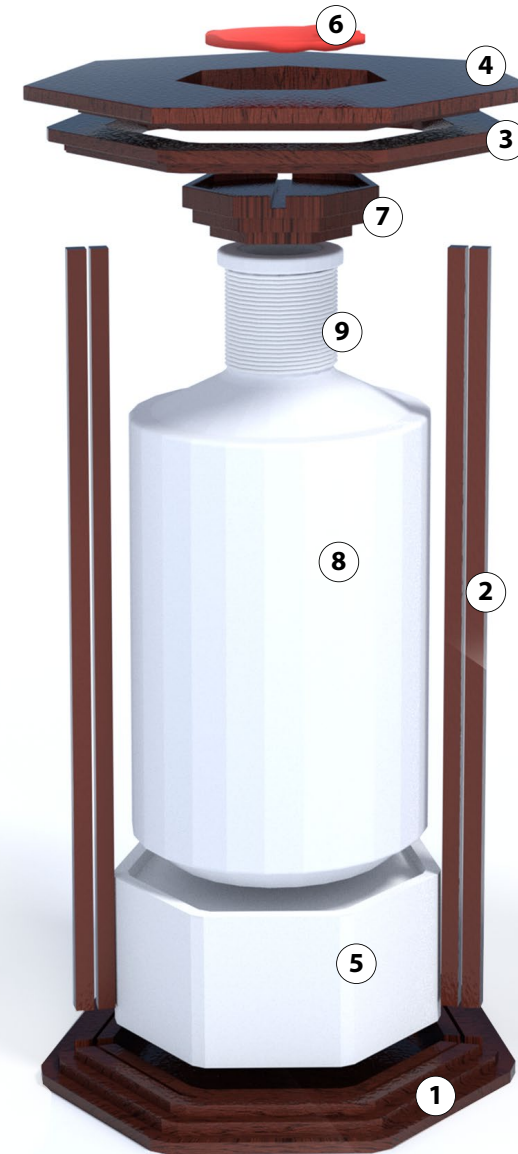
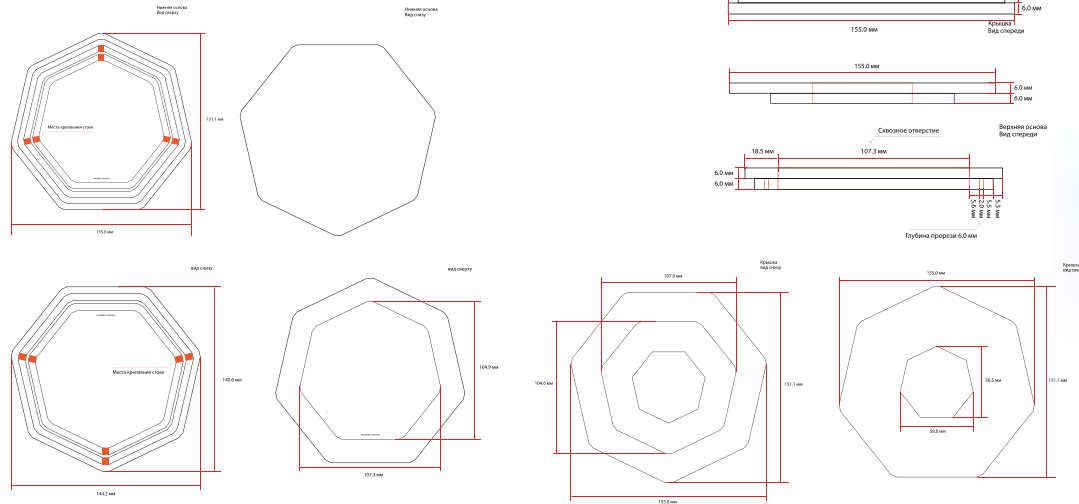




Working drawing of the packaging

The main parts of the package (on the sketch without the cardboard part)

- 1) Base (beech wood, CNC)
- 2) Frame racks (6 pcs) (beech wood)
- 3) Upper base (beech wood, CNC)
- 4) Cover (beech wood, CNC)
- 5) Pedestal (inexpensive solid material, the shape may differ from the outline)
- 6) Wax seal
- 7) Cork cap (beech wood, CNC)
- 8) Glass bottle (Saver Glass Dynamite 0.75)
- 9) Winding (waxed cord)





Sketch of the cardboard part

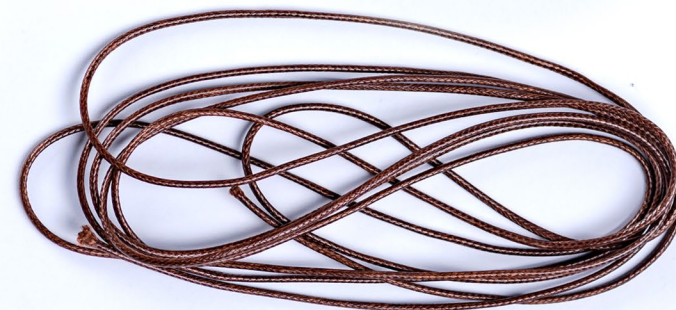
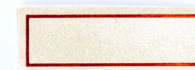


Large-format single-colored (black) UV printing on cardboard.

Double scoring (marked in red).
Product format is 424×270 mm.
The design involves an overlap at the junction.

The text of the information blocks on the left and on the right contains image information about the product.

Prototypes



Prototypes

A collection of prototypes for a hexagonal pendant, arranged on a white surface against a light blue background. The prototypes include: a wooden piece with a metal clasp; a cluster of dark brown fragments; a wooden hexagon; a wooden hexagon with a central hole; a metal hexagon with a central hole; a metal hexagon with a wooden core; a metal hexagon with a central hole; a red wax hexagon with 'LXX' and '17102018' engravings; a red wax hexagon with 'LXX' and '17102018' engravings; a red wax hexagon with 'LXX' and '17102018' engravings; a red wax hexagon with 'LXX' and '17102018' engravings; a red wax hexagon with 'LXX' and '17102018' engravings; a brown cord; and a brown cord.

Prototypes



Outcome



Outcome



Outcome



Outcome





How you like it?