Application of Semiotics in Visual Identity

Using an inspiration from nature

Overview

Many a book, blog and news article has been devoted to the topic of whiskey: the way it's aged, where to drink it, how to store it and serve it or pair it with food. But comparatively little attention has been paid to how whiskey is packaged.

Which is a shame, really, when you think about how a beautiful, funny or fancy-looking label can influence which bottles we buy — and which we ignore.

Here is the process of creating a modernised visual identity for whiskey; more targeted towards the younger segment of alcohol consumers.

Visual history of the whiskey bottle

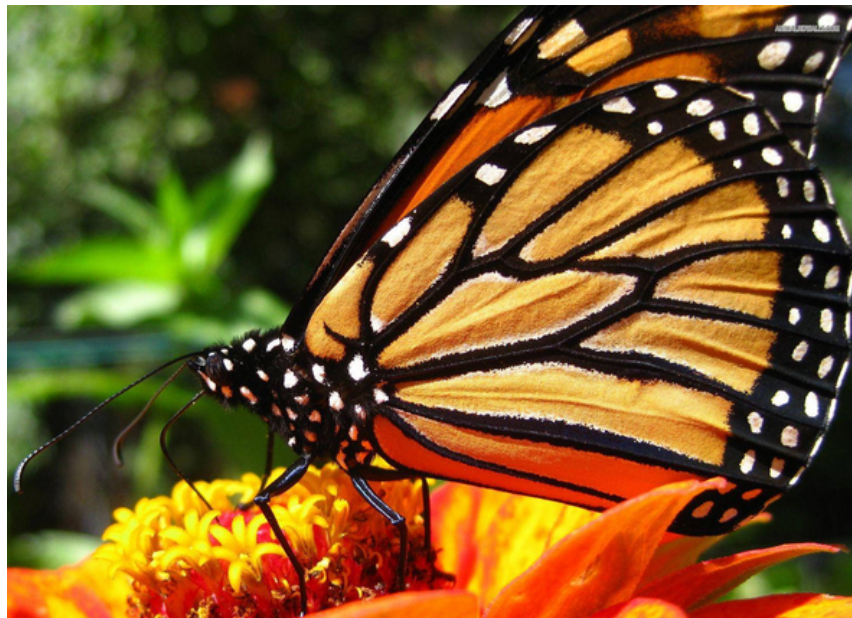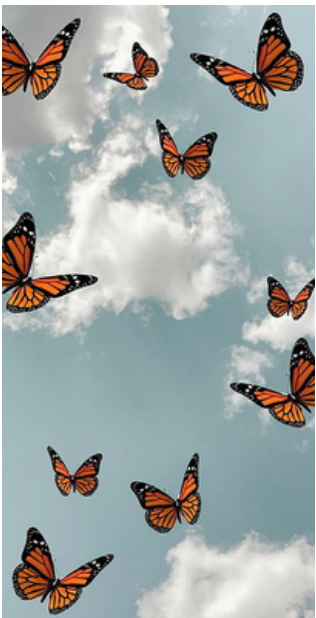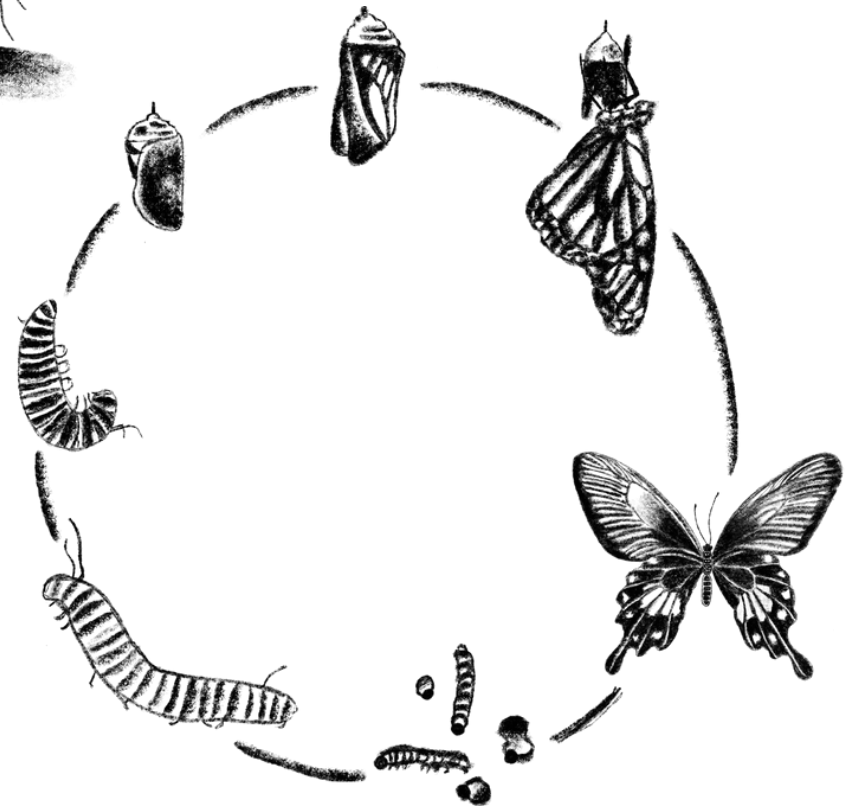ca. 1890 ca. 1890 ca. 1914 ca. 1914 ca. 1914 ca. 1924 ca. 1949 ca. 1950 ca. 1951 ca. 1954
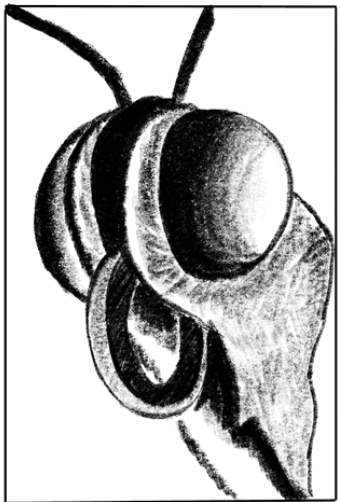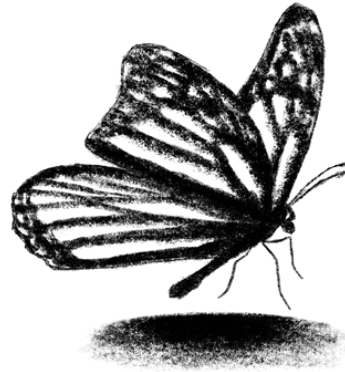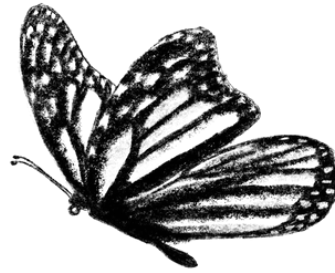
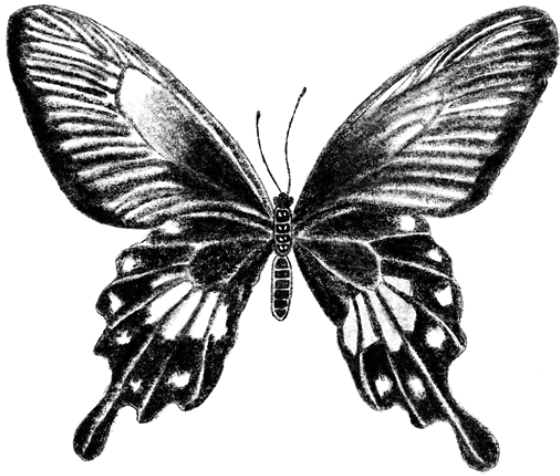# Inspiration for the project:

Butterfly

Challenge: Picking an inspiration from nature at random and try to embed into the visual identity of the whiskey.

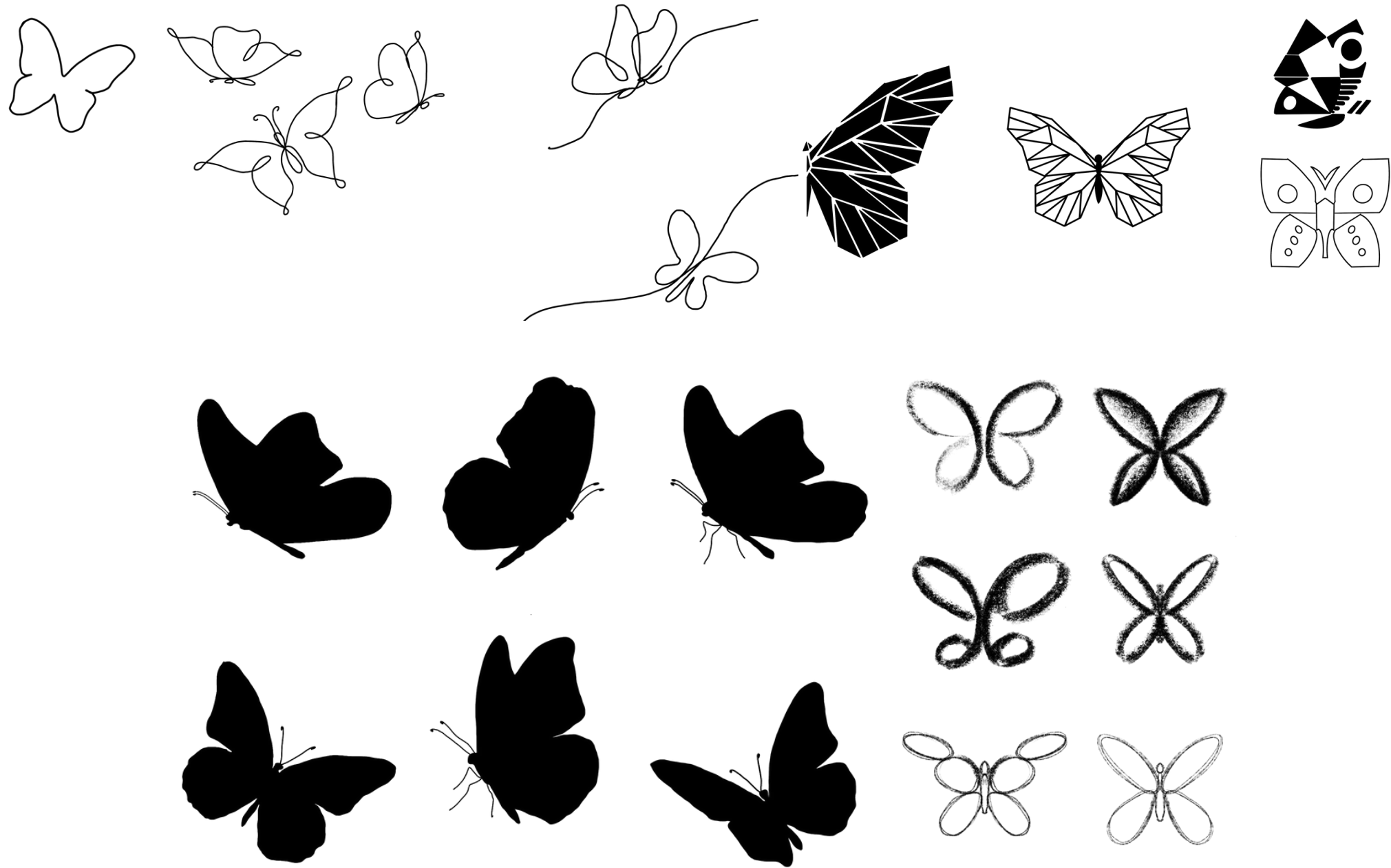# Image References

Realistic sketches
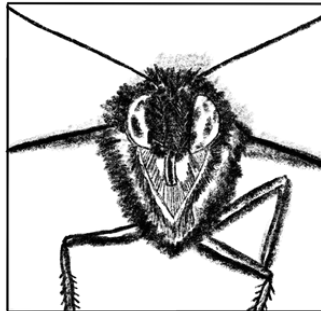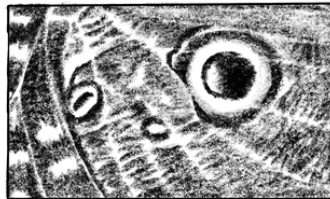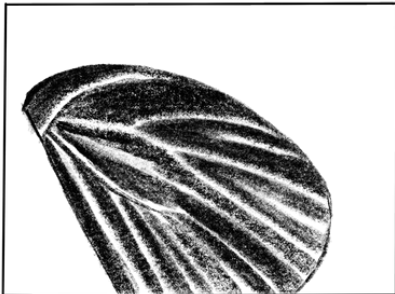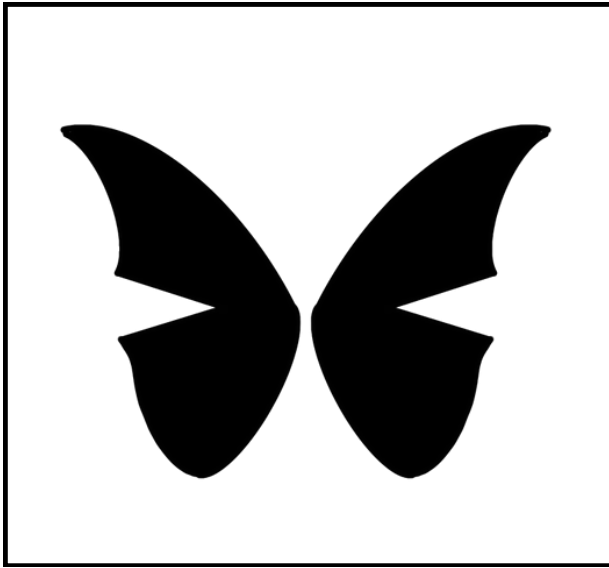
Silhouettes and form explorations
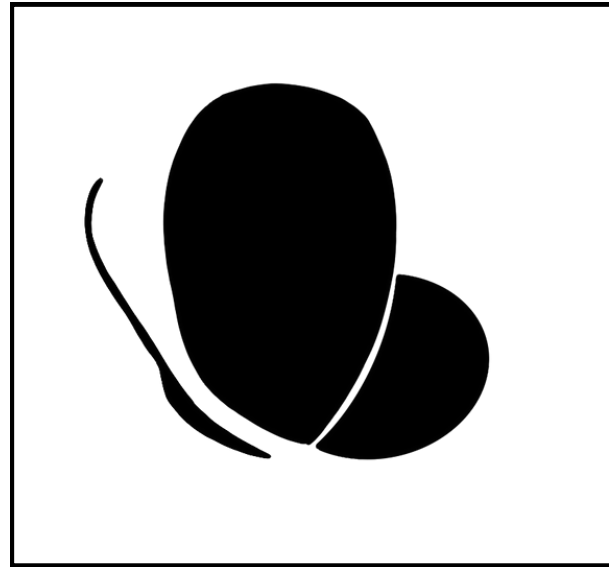
Colour Palette

#e1bc66 #ca5a01 #f1f1e6 #231713

Symbols

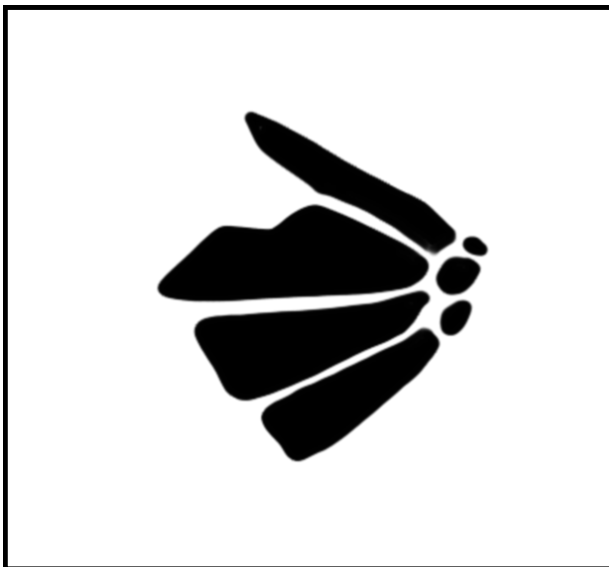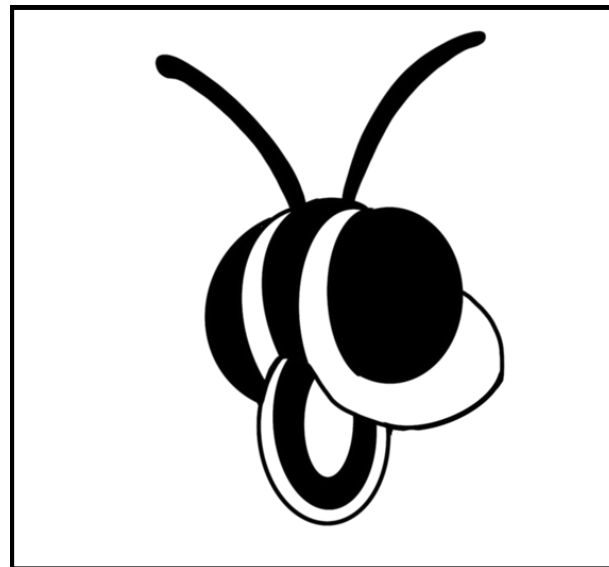## Symbol 01
Silhouette

Symbol 02
Silhouette

Symbol 03
Zoom in

Symbol 04
Zoom in

Symbols

Symbol 05
Details
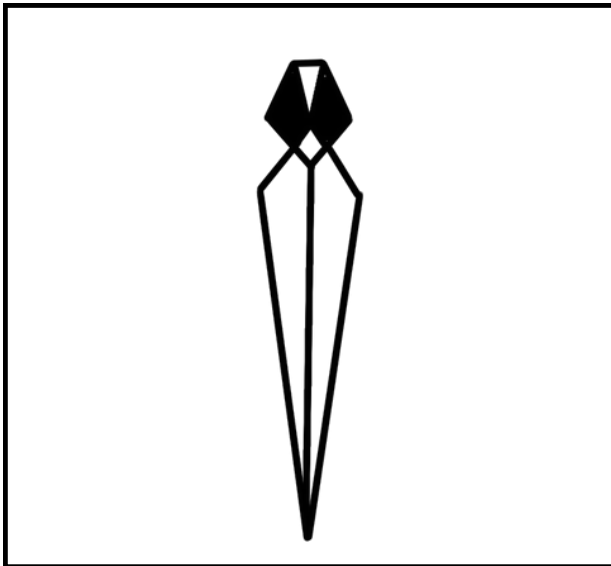
Symbol 06
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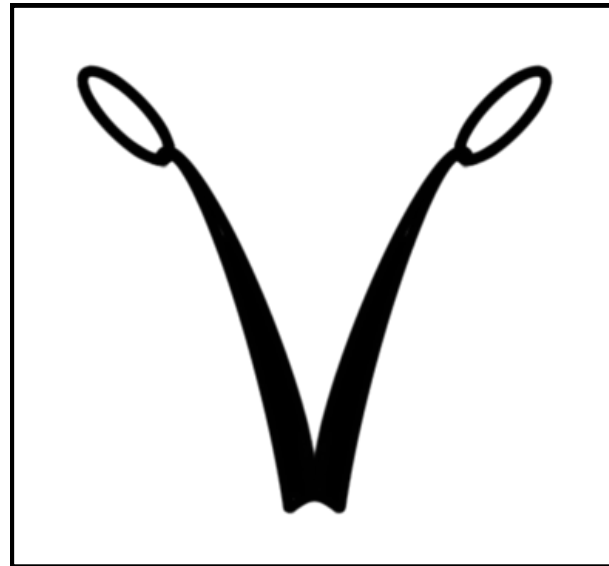
Symbol 07
Minimal
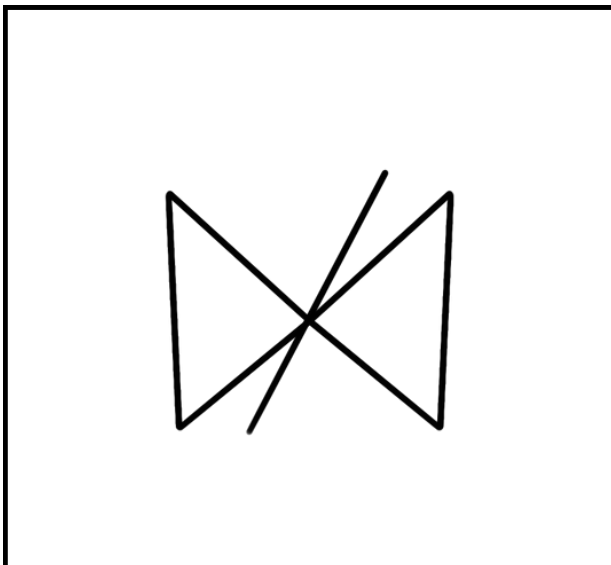
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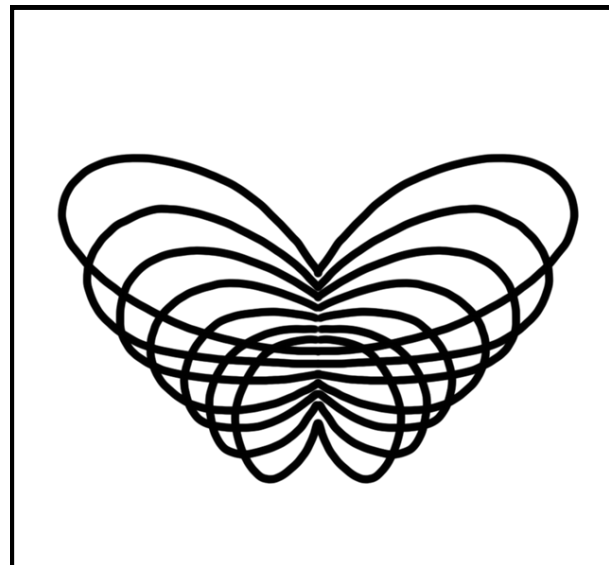
Logotype Explorations

Whiskey + Butterfly

whisfly   butkey   whibut   skeyfly   keyfly   whifly   whily   wherfly

Typography Explorations

Aimed look: Modern, minimalistic, classy, targeted towards the younger demographic of alcohol consumers

Whisfly
Whisfly
Whisfly
WHISFLY

Whisfly
WHISFLY
Whisfly
Whisfly

WHISFLY
Whisfly
Whisfly
WHISFLY

Logo Explorations

Final Logo & Logotype

Whisfly

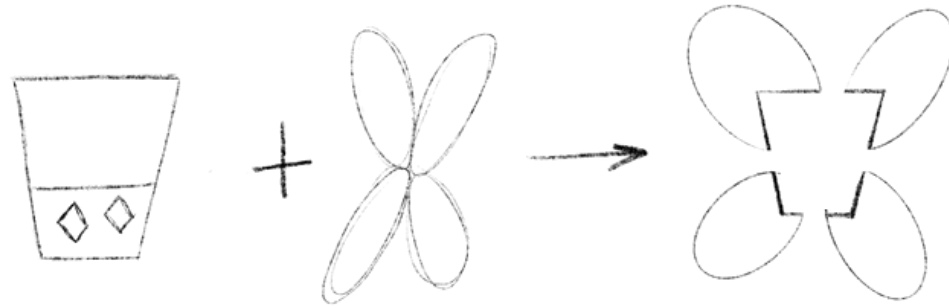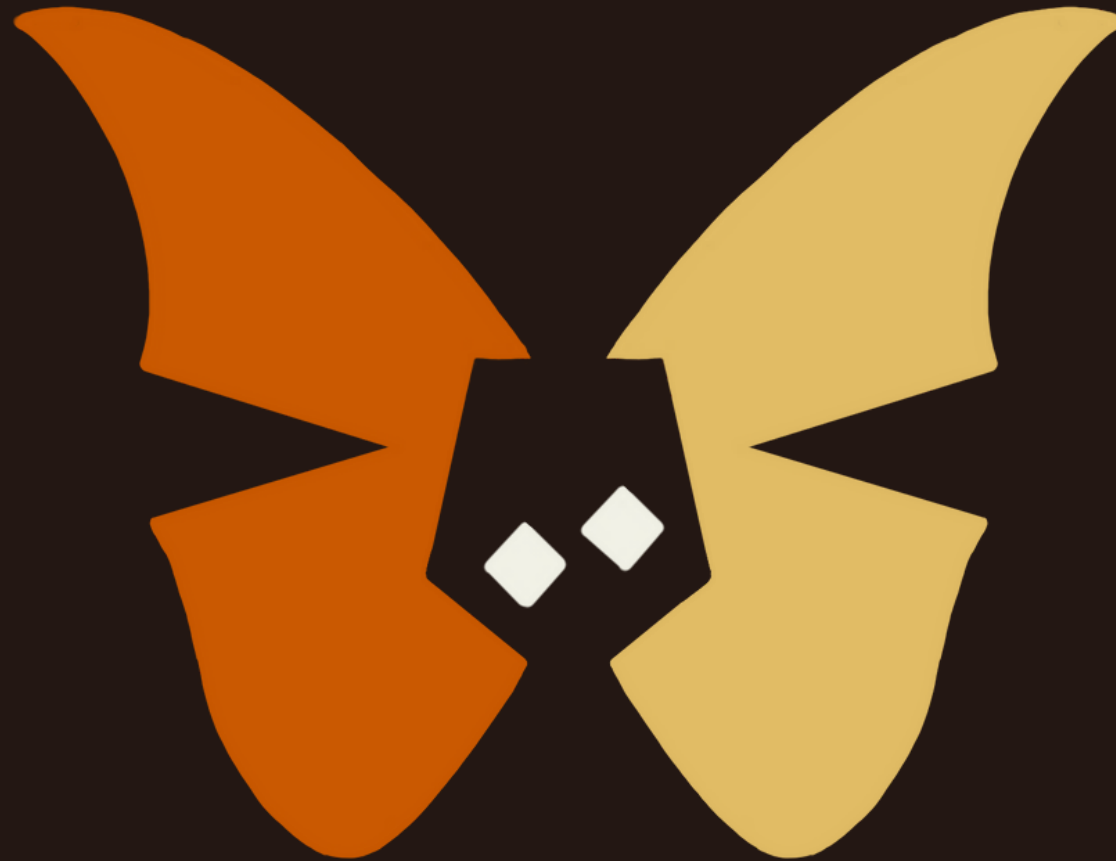# Logo Analysis

Form: It is a combination of a butterfly wings form and a whiskey glass with ice as poured into a glass. There is use of Gestalt's Principle of Closure implemented in the logo.

Colour: These are the earthy tones derived from the wings of a butterfly. Background is kept darker than foreground so that the elements in the foreground are highlighted well.

Font: The font used in the logotype is TAN Headline, a decorative font leaning towards serif, where the curves in the letters resemble the flow and movement in the butterfly's wings.

Whisfly

Tessellation Pattern

Visual Analysis of bottle label

On office stationary

On mug

On t-shirt

Signage application

Thank You