



GDUSA
GRAPHIC DESIGN USA
American Package
Design Award 2023

CONCEPT: THE YATCH AND NATURE

Saille Joie is a limited edition wine line consisting of two red and one white wine that aims to bring joy to people through sailing and drinking. The name itself, derived from “sail for joy,” captures the essence of the product. The wines are unique in their presentation, featuring yellow, pink, and blue colors with glitter instead of the usual red and white liquids.

The project’s focus is to design beverage labels and outer packaging. The concept was inspired by the creator’s experiences with water sports, where sudden storms or bad weather would occur. Each bottle tells the story of a boat encountering adverse weather conditions such as tornadoes, icebergs, and volcanoes, providing a first person perspective of the danger. The back labels contain a paragraph explaining what to do in the event of the specific natural disaster, a warning message, and a warning stamp that identifies the region to which the wine is supplied.

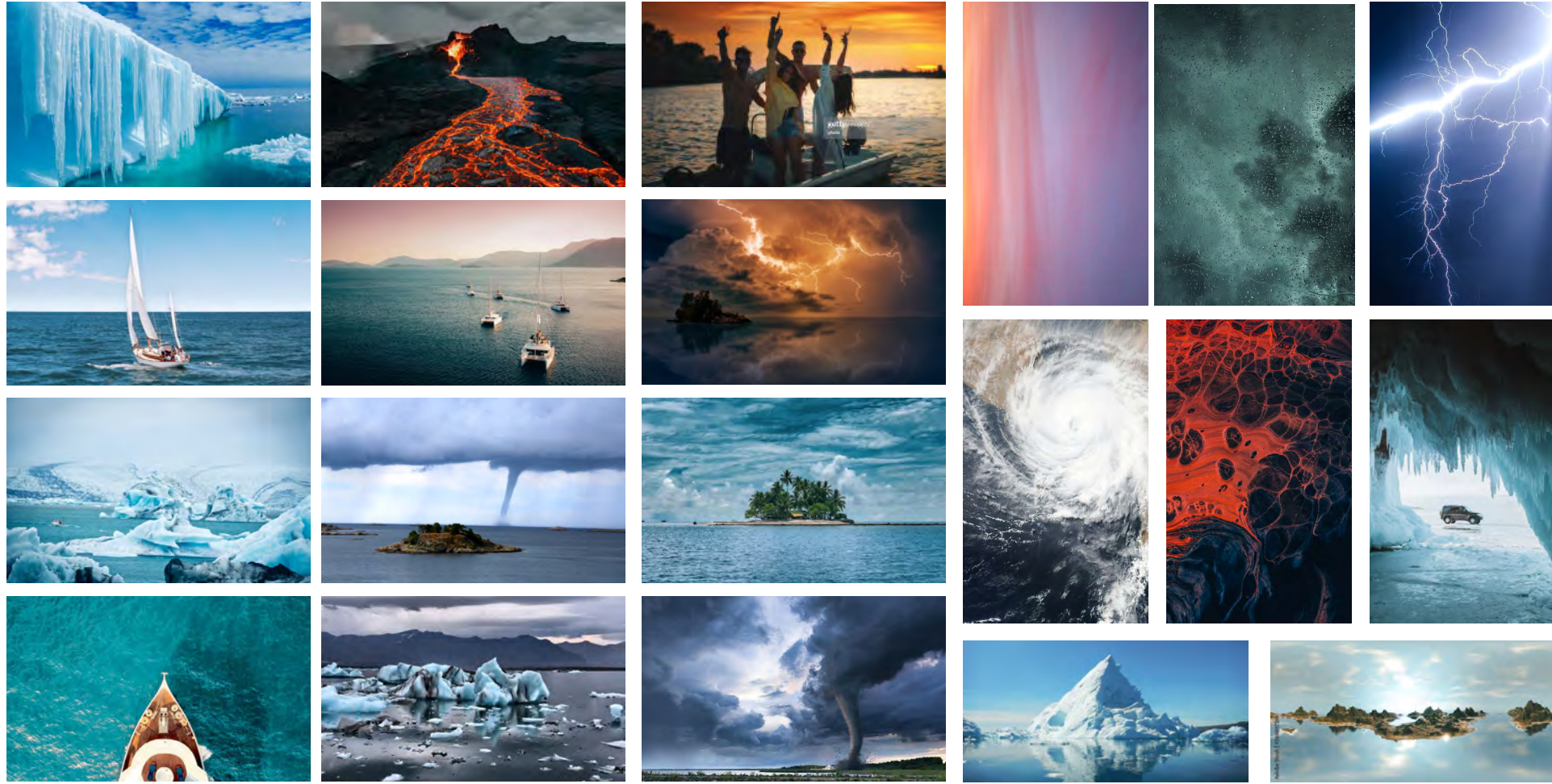
The brand’s concept goes beyond the product’s unique presentation and storytelling. It also aims to uplift people’s spirits and make them feel better during tough times. The labels’ design was inspired by the WPA posters of national parks, using richer, denser colors to provide a vintage feel.

The outer packaging design ties back to the concept of yacht trips, where life jackets are used in times of danger. The packaging also provides protection for the bottle and is sustainable for reuse.



CAUTION!

Mood Board



Logo Sketches



Final Logo



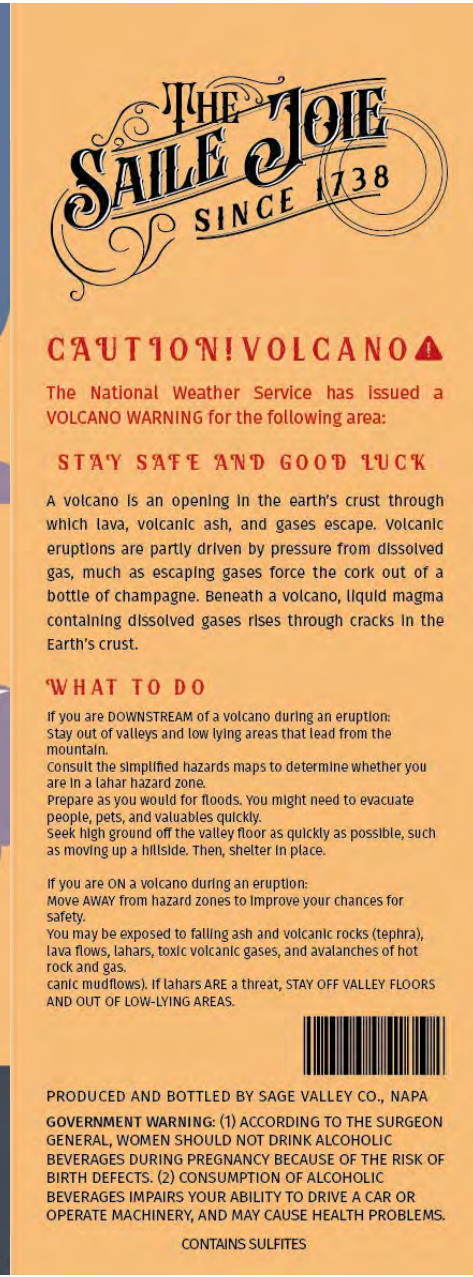
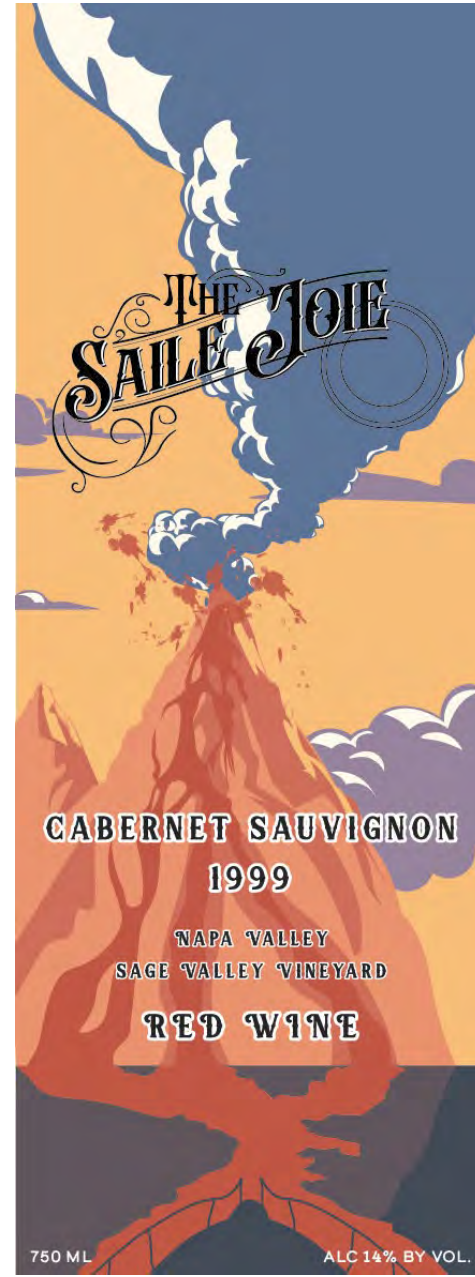
Label Sketches



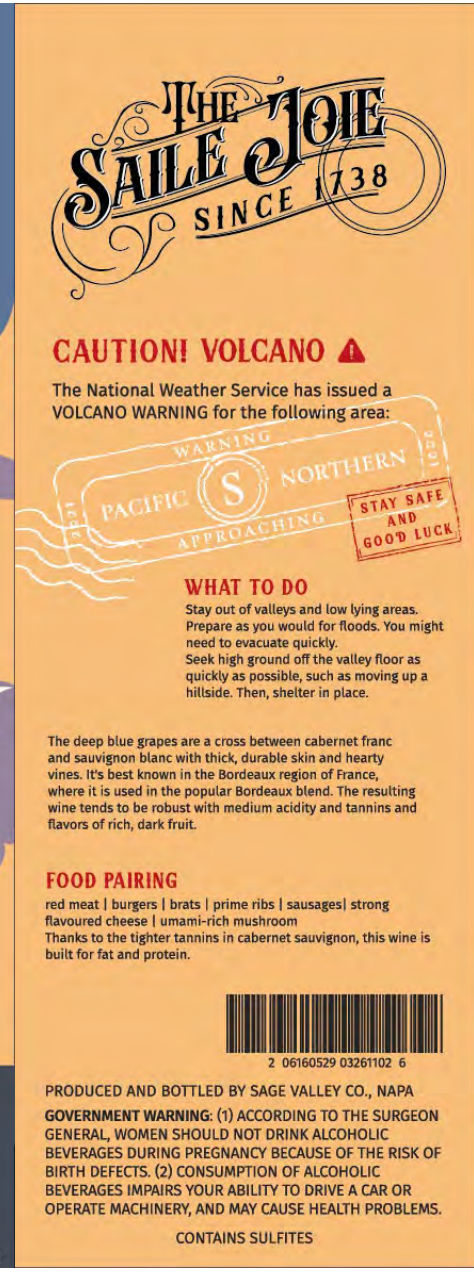
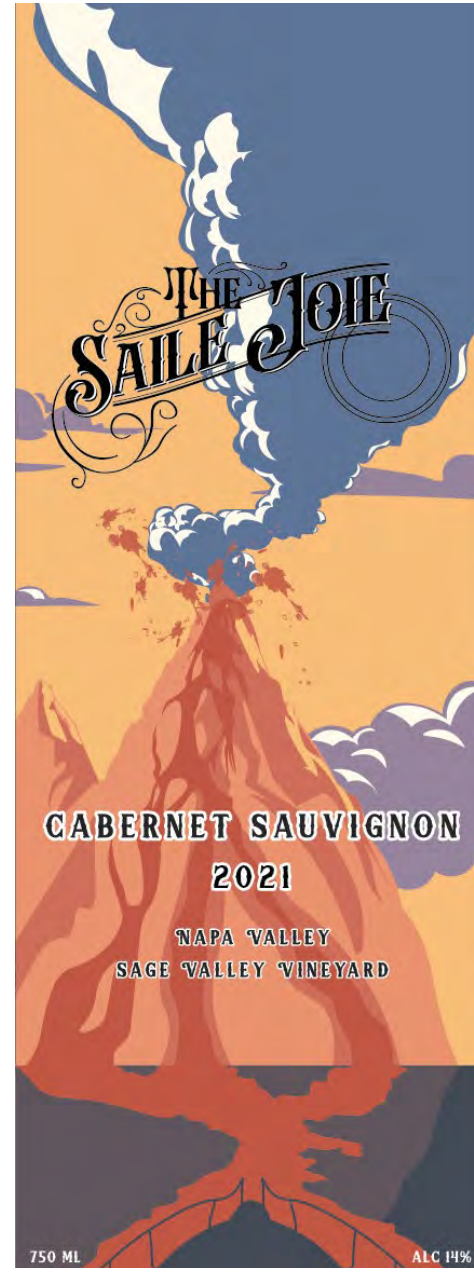
Version 1



Version 2



Final Version



Version 2

THE JOIE
SAIL SINCE 1738

CAUTION! ICEBERG ▲
The National Ice Center has detected an ICEBERG and GROWLERS near you:

STAY SAFE AND GOOD LUCK

To be classified as an iceberg, the height of the ice must be greater than 16 feet above sea level and the thickness must be 98-164 feet and the ice must cover an area of at least 5,382 square feet. There are smaller pieces of ice known as "bergy bits" and "growlers." Bergy bits and growlers can originate from glaciers or shelf ice.

WHAT TO DO
To prevent iceberg: To locate icebergs, use multiple radars and the iceberg-monitoring charts provided by the International Ice Patrol and governments with jurisdiction in polar regions. Always have at least one person with binoculars on the lookout, too. These hulking chunks of ice are usually easy to spot. Give them a wide berth: Some 90 percent of their mass is underwater. They can roll and break apart and make even a huge shipping vessel, keep a distance of between 1.5 and three miles. Beware of blue. The old, dense, freshwater ice refracts light in such a way as to make icebergs appear bluish. Newer, saltwater sea ice is much softer and tends to be white. Still, don't rely solely on color; icebergs can also be white or encrusted with grime. When you see a iceberg: Slow your engine to minimize potential damage should you strike one, and pass the main iceberg to the upwind side.

CABERNET SAUVIGNON
1999

NAPA VALLEY
SAGE VALLEY VINEYARD

WHITE WINE

750 ML ALC 14% BY VOL. CONTAINS SULFITES

Final Version

THE JOIE
SAIL SINCE 1738

CAUTION! ICEBERG ▲
The National Ice Center has detected an ICEBERG and GROWLERS near you:

STAY SAFE AND GOOD LUCK

WHAT TO DO
Beware of blue. The old, dense, freshwater ice refracts light in such a way as to make icebergs appear bluish. Slow your engine to minimize potential damage should you strike one, and pass the main iceberg to the upwind side.

Sauvignon Blanc is a fruit-forward tastes ranging from tart lime and green apple, to tropical passionfruit and ripe white peach. It has a medium body, is boldly aromatic, and can carry green and herbal qualities thanks to a chemical compound called pyrazines. These pyrazines make Sauvignon Blanc taste distinctly unique from other white wines.

FOOD PAIRING
salad | goat cheese | oysters | fish | tart vinaigrettes | spicy dishes | poultry | herbal fare
Because of the dry or off-dry style can pair beautifully with light, delicate flavors.

SAUVIGNON BLANC
2021

NAPA VALLEY
SAGE VALLEY VINEYARD

2 06160529 03261102 6

PRODUCED AND BOTTLED BY SAGE VALLEY CO., NAPA
GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

750 ML ALC 14% CONTAINS SULFITES

Version 2

THE JOIE
SAIL SINCE 1738

CAUTION! TORNADO ▲
The National Weather Service has issued a TORNADO WARNING for the following area:

STAY SAFE AND GOOD LUCK

A tornado is a violently rotating column of air extending from the base of a thunderstorm down to the ground. Tornadoes are capable of completely destroying well-made structures, uprooting trees, and hurling objects through the air like deadly missiles. Tornadoes can occur at any time of day or night and at any time of the year.

WHAT TO DO
Stay Weather-Ready: Continue to listen to local news or a NOAA Weather Radio to stay updated about tornado watches and warnings. At Your House: If you are in a tornado warning, go to your basement, safe room, or an interior room away from windows. At Your Workplace or School: Follow your tornado drill and proceed to your tornado shelter location quickly and calmly. Stay away from windows and do not go to large open rooms such as cafeterias, gymnasiums, or auditoriums. Outside: Seek shelter inside a sturdy building immediately if a tornado is approaching. Sheds and storage facilities are not safe. Neither is a mobile home or tent. If you have time, get to a safe building. In a vehicle: Being in a vehicle during a tornado is not safe. The best course of action is to drive to the closest shelter. If you are unable to make it to a safe shelter, either get down in your car and cover your head, or abandon your car and seek shelter in a low lying area such as a ditch or ravine.

CABERNET SAUVIGNON
1999

NAPA VALLEY
SAGE VALLEY VINEYARD

ROSE

2 06160529 03261102 6

PRODUCED AND BOTTLED BY SAGE VALLEY CO., NAPA
GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

750 ML ALC 14% BY VOL. CONTAINS SULFITES

Final Version

THE JOIE
SAIL SINCE 1738

CAUTION! TORNADO ▲
The National Weather Service has issued a TORNADO WARNING for the following area:

STAY SAFE AND GOOD LUCK

WHAT TO DO
Go to your basement, safe room, or an interior room away from windows. Seek shelter inside a sturdy building immediately if a tornado is approaching. Sheds and storage facilities are not safe. Neither is a mobile home or tent. If you have time, get to a safe building.

Pinot noir is a type of wine grape and a style of red wine that is typically light to medium-bodied, fruit-forward, and relatively low alcohol compared to other red wines. Originally from Burgundy, the pinot noir grape is notoriously hard to grow. Known as "red Burgundy" in France, the grapes are now grown under favorable conditions all over the world.

FOOD PAIRING
meat | grilled salmon | smoked turkey | braised short ribs | mushrooms | eggplant | lentil curry
It's light enough not to overpower subtler dishes while still having enough backbone to accompany spiced items.

PINOT NOIR
2021

NAPA VALLEY
SAGE VALLEY VINEYARD

2 06160529 03261102 6

PRODUCED AND BOTTLED BY SAGE VALLEY CO., NAPA
GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

750 ML ALC 14% BY VOL. CONTAINS SULFITES

Type and Color Scheme

BEARDSONS NORMAL
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PRINCE OF VILLAGE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Fira Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



Outer Box Sketches

