

Design Award 2023



CONCEPT: THE YATCH AND NATURE

Saile 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 wwarning 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!

3 Concepts

Concept 1: Blackhole Parties

There will be three distinct flavors. This concept involves falling into a blackhole and arriving at three different parties. The blackhole will be revealed through the packaging of the box. There will be a graphic of a blackhole. When you open the door of the box, there will be three bottles of three different kinds of party to choose from.

The overall vibe would be festive and energetic. I plan to use vibrant colors. The first bottle is for a boat party; the vibe would be more chill and relaxing, with a more natural feel, using mostly blue and white.

The second bottle is for a night party, and it will give you a more hyper feeling. The third bottle is party alone, a party at home concept. When you're alone, the atmosphere is more sentimental, with stars and a moon. An invitation card and ribbon would be attached to the bottle's neck, with silver engravements as details.

Concept 2: Finding Treasure

The second concept is the adventure to look for treasures. The vibe will be vintage and historical, with an old and long lasting feel. I'd like to imitate old maps or grungy paper for the label.

I will use a treasure box for the package, with a simple riddle to solve to open the treasure box's lock. There will also be three flavors.

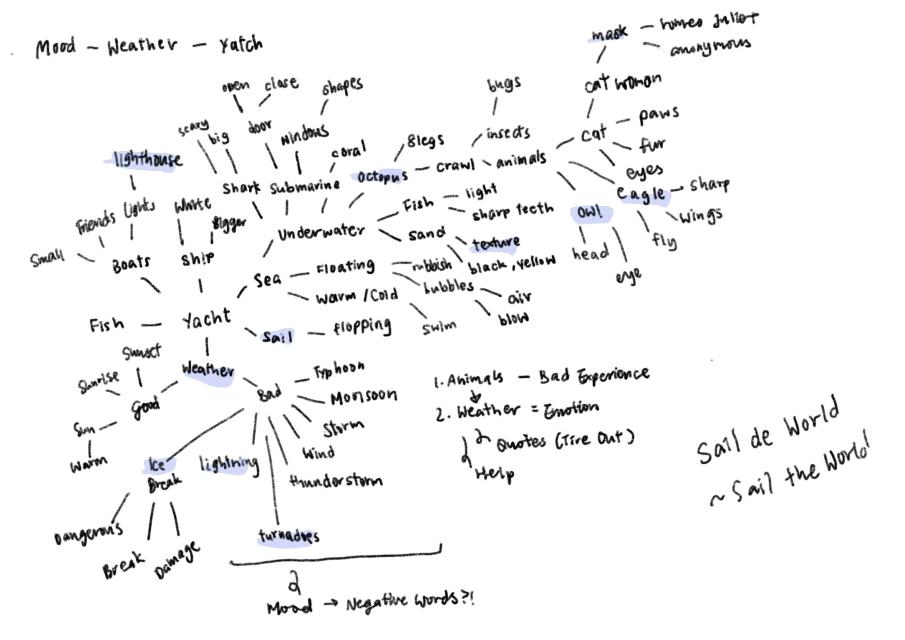
The first theme, with gold engravements, is family and friends. The second is memories with blue engravings, and the third is nature with green engravings. The three bottles' stories would be interconnected. At the start of the adventure, the person traveled through nature in search of gold, but through the hardships, he discovered that family and friends are more important, and he remembered his memories with them.

Concept 3: The Yacht and Nature

The third concept is more organic, natural and minimalist. It is about living on a yacht, experiencing various things, seeing different weather conditions, both good and bad, just like a person's mood. The drink's goal is to remind people of the beautiful things in life, to relax and enjoy even when they are happy or sad.

The first bottle is sunrise, which represents the beginning of change and is full of hope and wishes. The second bottle is sunset, which reminds people to take some time to relax and spend meaningful time with loved ones even when they are tired. The third bottle is typhoon, which reminds people to get up and walk through the storm because everything will be fine in the end.

Mind Map



toxture: Add 5th undermenth = stick

Mood Board



Logo Sketches

SAILE

GAILE JOIE

51



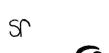




SAILE JOIE

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SAILE JOIE



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SAILE

JOIE

Final Logo





Label Sketches

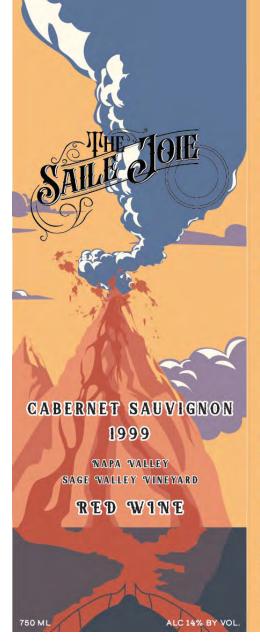


Version 1





Version 2





CAUTION! VOLCANO A

The National Weather Service has issued a VOLCANO WARNING for the following area:

STAY SAFE AND GOOD LUCK

A volcano is an opening in the earth's crust through which lava, volcanic ash, and gases escape. Volcanic eruptions are partly driven by pressure from dissolved gas, much as escaping gases force the cork out of a bottle of champagne. Beneath a volcano, liquid magma containing dissolved gases rises through cracks in the Earth's crust.

WHAT TO DO

If you are DOWNSTREAM of a volcano during an eruption: Stay out of valleys and low lying areas that lead from the

Consult the simplified hazards maps to determine whether you are in a lahar hazard zone. Prepare as you would for floods. You might need to evacuate

people, pets, and valuables quickly.

Seek high ground off the valley floor as quickly as possible, such as moving up a hillside. Then, shelter in place.

If you are ON a volcano during an eruption: Move AWAY from hazard zones to improve your chances for

You may be exposed to falling ash and volcanic rocks (tephra), lava flows, lahars, toxic volcanic gases, and avalanches of hot

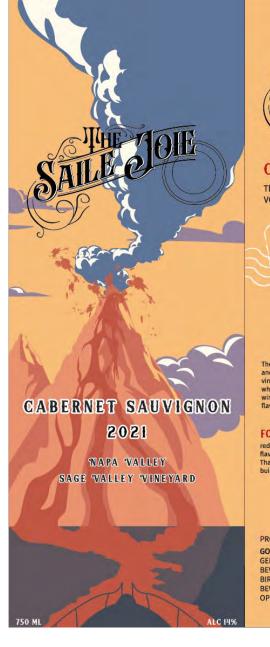
canic mudflows). If lahars ARE a threat, STAY OFF VALLEY FLOORS AND OUT OF LOW-LYING AREAS.



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.

CONTAINS SULFITES







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The deep blue grapes are a cross between cabernet franc and sauvignon blanc with thick, durable skin and hearty vines. It's best known in the Bordeaux region of France, where it is used in the popular Bordeaux blend. The resulting wine tends to be robust with medium acidity and tannins and flavors of rich, dark fruit.

FOOD PAIRING

red meat | burgers | brats | prime ribs | sausages| strong flavoured cheese | umami-rich mushroom Thanks to the tighter tannins in cabernet sauvignon, this wine is built for fat and protein.



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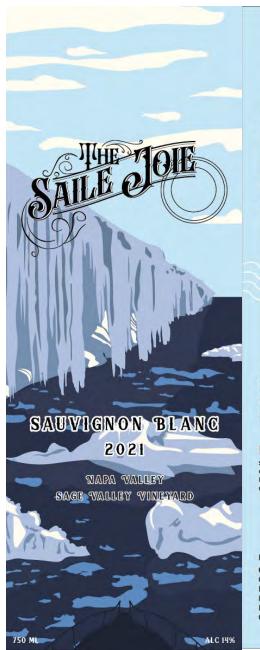
CONTAINS SULFITES

Final Version Version 2

CAUTION! ICEBERG A 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. To locate icebergs, use multiple radars and the iceberg-monitoring charts provided by the international ice Patrol and overnments with jurisdiction in polar regions. Always have at east one person with binoculars on the lookout, too. These nulking chunks of ice are usually easy to spot. Give them a wide berth: Some 90 percent of their mass is underwater. They can CABERNET SAUVIGNON 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 1999 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 When you see a Iceberg: Slow your engine to minimize potential damage should you SAGE VALLEY VINEYARD strike one, and pass the main iceberg to the upwind side. WHITE WINE 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.

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CONTAINS SULFITES



CAUTION! ICEBERG A

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



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

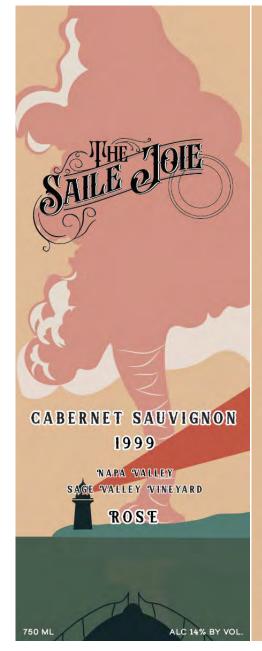
salad | goat cheese | oysters | fish | tart vinaigrettes| spicy dishes | poultry | herbal fare Because of the dry or off-dry stylecan pair beautifully with light,



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CONTAINS SULFITES

Version 2





CAUTION! TURNADO

The National Weather Service has issued a TURNADO 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

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

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.



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CONTAINS SULFITES



Final Version



CAUTION! TORNADO A

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

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.

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.



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CONTAINS SULFITES

Type and Color Scheme

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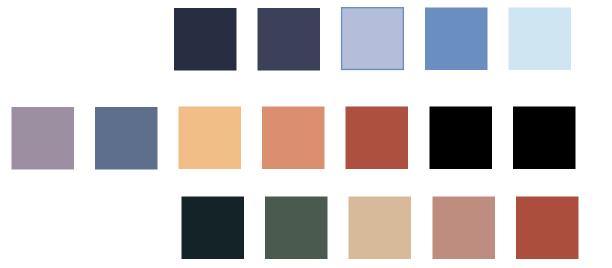
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PRINCE OF VILLAGE

ABCDEFGH1JK1MNOPQRSTUVWXYZ

Fira Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz



Outer Box Sketches

