MILLSHEDS LABEL GUIDE

DESIGN, STYLE, RANGE EXTENSIONS & USABILITY

LABEL::PACKAGING

Millsheds

CORE LABEL [SIGNATURE RANGE]

GIN

BOTTLE = *NEW* 700ML
THEREFORE LABEL
FRONT: 45MM WIDE X 70MM HIGH
BACK: 160MM WIDE X 95MM HIGH

HIGHLANDS



SOUTHERN DRY



BRAMBLE



VODKA

HIGHLANDS



RAW



BESPOKE / SEASONAL

LIQUEURS

BOTTLE = OLD 700ML
THEREFORE LABEL
FRONT: 45MM WIDE X 70MM HIGH
BACK: 150MM WIDE X 95MM HIGH

BOTTLE = 200ML
THEREFORE LABEL
45MM WIDE X 70MM HIGH

COMMERCIAL [500ML]



BESPOKE / LIMITED RELEASE / TRIAL [200ML]



COMMERCIAL AND / OR LIMITED RELEASE

ELDERFLOWER



COFFEE & CACAO



DULCE DE LECHE



APPLE PIE

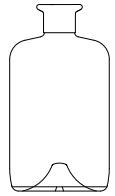


NEW

WHISKY

BOTTLE = NEW 500ML
THEREFORE LABEL
220MM WIDE X 70MM HIGH
[PLUS TOP SEAL 140MM W X 20MM H]

[500ML]



BARREL #1

BARREL #2

BARREL #3

LABELS::ESTABLISHED DESIGNS

Millsheds

CORE LABEL [SIGNATURE RANGE]

GIN

HIGHLANDS



SOUTHERN DRY



BRAMBLE



VODKA

HIGHLANDS



RAW



BESPOKE / SEASONAL

LIQUEURS

ELDERFLOWER



APPLE PIE



COFFEE AND CACAO



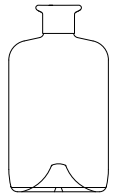
PEACH HONEY TEA



NEW

WHISKY

[500ML]



LABELS::CORE RANGE DESIGNS

Millsheds

CORE LABEL [SIGNATURE RANGE]

GIN

HIGHLANDS



SOUTHERN DRY



NEW 700ML BOTTLE
FRONT: 45MM WIDE X 70MM HIGH
BACK: 160MM WIDE X 95MM HIGH

VODKA

HIGHLANDS



RAW



FRONT: 45MM WIDE X 70MM HIGH
BACK: 160MM WIDE X 95MM HIGH

LABELS::BESPOKE RANGE DESIGNS

Millsheds

BESPOKE LABEL [SEASONAL / FLAVOURED / ROGUE CREATIONS]

COMMERCIAL

BRAMBLE GIN



ELDERFLOWER LIQUEUR



EXTENSION [DESIGN PROGRESSION] DESIGN RULES:

FRONT	BACK DESIGN
ICON COLOUR LIGHT [IF LIQUEUR LIGHT]	DARK LIQUEUR = HIGH CONTRAST [SUCH AS LINO
ICON COLOUR DARK [IF LIQUEUR DARK]	PRINT, BW, LINE DRAWING]
COLOUR COMPLEMENTARY TO BACK LABEL	LIGHT LIQUEUR = LESS CONTRAST ARTWORK
	SUBJECT = REPRESENTS SEASON PRIMARILY,
	LITERAL VISUAL LINK TO FLAVOUR IS
	SECONDARY CONSIDERATION.

OLD 700ML BOTTLE
FRONT: 45MM WIDE X 70MM HIGH
BACK: 150MM WIDE X 95MM HIGH

LIMITED RELEASE

COFFEE & CACAO



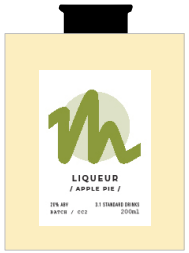
PEACH HONEY TEA



SALTED CARAMEL



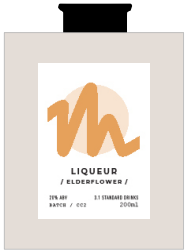
APPLE PIE



DULCE DE LECHE



ELDERFLOWER

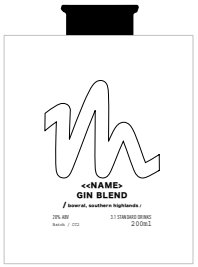


GIN SAMPLE



ICON LINKS TO CORE LABEL COLOUR [NO BG CIRCLE]

CRAFT YOUR OWN



CANVA TEMPLATE [CUSTOMER CHOOSES OWN COLOUR + NAME]

200ML BOTTLE
FRONT + BACK : 50MM WIDE X 70MM HIGH

LABELS::ESTABLISHED + EXTENSIONS

Millsheds



LABELS::RULES OF APPLICATION

Millsheds

CORE RANGE

LABELS = FRONT: 45MM W X 70MM H
BACK: 160MM W X 95MM H

SAMPLE BOTTLES = WHITE LABELS WITH CORE "M" COLOURED SAME AS SIGNATURE VARIETY



200ML SAMPLE

LABEL = FRONT+BACK: 50MM W X 70MM H

FRONT LABEL = FEATURE COLOUR THAT LITERALLY LINKS TO FLAVOUR [MINDFUL OF COLOUR OF LIQUEUR]

COLOURS = MIX OF MILLSHEDS BRAND COLOURS PLUS SEASONAL OPTIONS

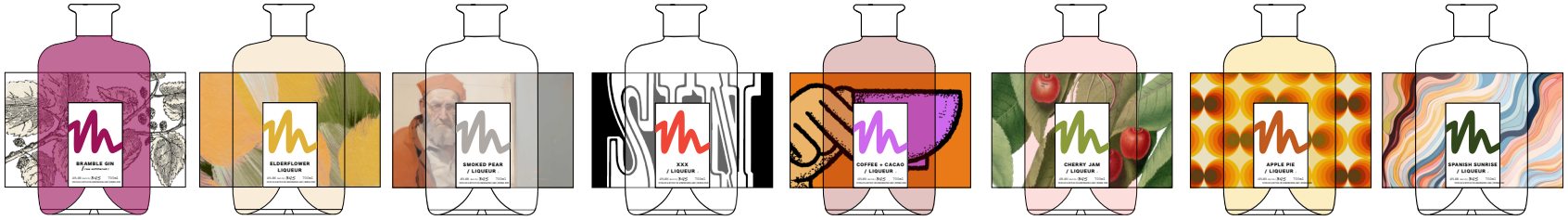


FEATURES

LABELS = FRONT: 45MM W X 70MM H
BACK: 150MM W X 95MM H

GENERAL RULE OF COLOUR + ILLUSTRATION =

1. DARKER COLOURED LIQUID IS TO FEATURE B+W ILLUSTRATION
2. SEASONS ARE TO PLAY AS MUCH AS FACTOR IN CHOOSING ARTWORKS THAN MORE LITERAL ELEMENT LINKS [SUCH AS FLAVOURS]
3. OBJECTIVE TO BUILD A COLLECTIVE OF GRAPHIC, COLOUR AND DIVERSITY FILLED LABELS



LABELS::LIQUEUR LABEL TEMPLATE

TEMPLATE LOCATED:
HTTPS://WWW.CANVA.COM/DESIGN/DAGMCX8Q8EU/CWKH9X96KZFMYVFL8VPDHQ/EDIT?UTM_CONTENT=DAGMCX8Q8EU&UTM_CAMPAIGN=DESIGNSHARE&UTM_MEDIUM=LINK2&UTM_SOURCE=SHAREBUTTON

200ML BOTTLE:
FRONT: 50MM WIDE X 70MM HIGH



200ML BOTTLE:
BACK: 50MM WIDE X 70MM HIGH



PLEASE ENSURE THE FOLLOWING UPDATES ARE DONE PER NEW LABEL

FEATURE COLOUR CHANGED

FLAVOUR NAME CHANGED



ALCOHOLIC + BATCH DETAILS CHANGED

FLAVOUR NAME CHANGED



STANDARD DRINKS CHANGED

LABELS::FINAL ARTWORK FILES

FOR EVERY LABEL FINALISED SO FAR ... **ARTWORK WILL BE SUPPLIED TO INCLUDE**

BACK LABEL [FRONT VIEW]



BACK LABEL [BACK VIEW]



FRONT LABEL



[PINK DETAILS ABOVE CHANGE PER LABEL]

FINAL ARTWORK / PRINT-READY FILES ... **WILL BE UPLOADED TO DROPBOX**

LABELS::FINAL BRAMBLE GIN

Millsheds

OLD 700ML BOTTLE: **BACK: 150MM WIDE X 95MM HIGH**



Millsheds

/BRAMBLE GIN/

/PRODUCT OF AUSTRALIA/

PRODUCED BY MILLSHEDS DISTILLERY
SHOP 9/210-224 BONG BONG STREET, BOWRAL NSW 2576
PRODUCED IN THE SOUTHERN HIGHLANDS

MILLSHEDS.COM.AU
MADE FROM LOCALLY SOURCED SPRING WATER
CRAFTING SPIRITS + CREATING MEMORIES

Choose to Drink Wise.

STANDARD DRINKS 19.6 APPROX.

PREGNANCY WARNING
Alcohol can cause lifelong harm to your baby

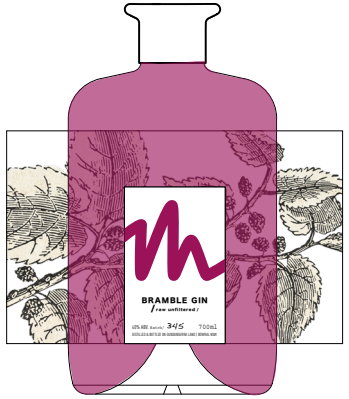
REORDER HERE

9 369991361389

OLD 700ML BOTTLE:
FRONT: 45MM WIDE X 70MM HIGH

GIN
/bramble/

37% ABV. Batch / 700ml
DISTILLED & BOTTLED IN THE SOUTHERN HIGHLANDS | BOWRAL NSW



LABELS::FINAL ELDERFLOWER LIQUEUR

Millsheds

OLD 700ML BOTTLE: **BACK: 150MM WIDE X 95MM HIGH**



Millsheds

/ELDERFLOWER LIQUEUR/

/PRODUCT OF AUSTRALIA/

PRODUCED BY MILLSHEDS DISTILLERY
SHOP 9/210-224 BONG BONG STREET, BOWRAL NSW 2576
PRODUCED IN THE SOUTHERN HIGHLANDS

MILLSHEDS.COM.AU
MADE FROM LOCALLY SOURCED SPRING WATER
CRAFTING SPIRITS + CREATING MEMORIES

Choose to Drink Wise.

STANDARD DRINKS 11.6 APPROX.

PREGNANCY WARNING
Alcohol can cause lifelong harm to your baby

REORDER HERE

9 369900 078689

OLD 700ML BOTTLE:
FRONT: 45MM WIDE X 70MM HIGH

LIQUEUR
/ elderflower /

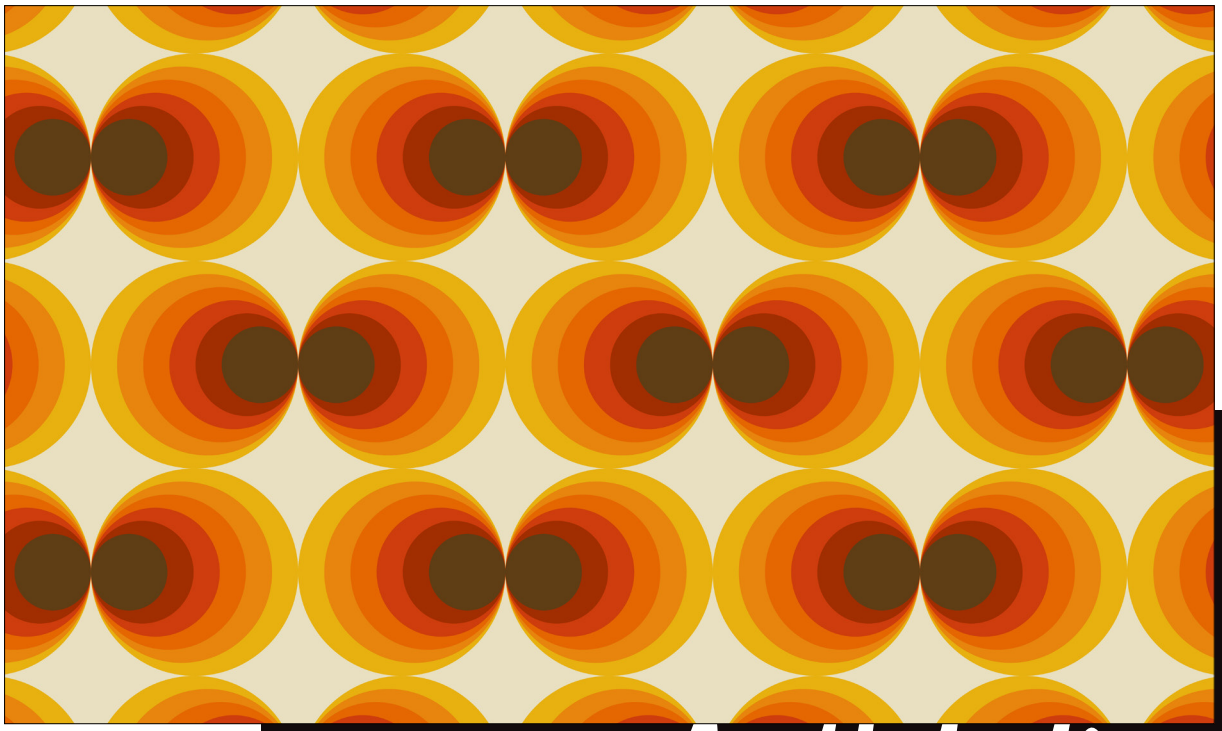
20% ABV. Batch / 345 700ml
DISTILLED & BOTTLED IN THE SOUTHERN HIGHLANDS | BOWRAL NSW



LABELS::FINAL SALTED CARAMEL LIQUEUR

Millsheds

OLD 700ML BOTTLE: **BACK: 150MM WIDE X 95MM HIGH**



Millsheds

/SALTED CARAMEL LIQUEUR/

/PRODUCT OF AUSTRALIA/

PRODUCED BY MILLSHEDS DISTILLERY MILLSHEDS.COM.AU
SHOP 9/210-224 BONG BONG STREET, BOWRAL NSW 2576 MADE FROM LOCALLY SOURCED SPRING WATER
PRODUCED IN THE SOUTHERN HIGHLANDS CRAFTING SPIRITS + CREATING MEMORIES

Choose to Drink Wise.

STANDARD DRINKS 10.5 APPROX.

PREGNANCY WARNING
Alcohol can cause lifelong harm to your baby

REORDER HERE

9 369991533985

OLD 700ML BOTTLE:
FRONT: 45MM WIDE X 70MM HIGH

LIQUEUR
/salted caramel/

19% ABV. Batch / 700ml
DISTILLED & BOTTLED IN THE SOUTHERN HIGHLANDS | BOWRAL NSW

