

The logo for 4PARTS DESIGN features a large, stylized orange number '4' on the left. To its right, the word 'PARTS' is written in a bold, black, serif font. Below 'PARTS', the word 'DESIGN' is written in a smaller, black, sans-serif font, with each letter spaced out.

4PARTS
DESIGN

PACKAGE DESIGN PROCESS

PROJECT BACKGROUND

CLIENT: Burgess Cellars

ESTABLISHED: 1972

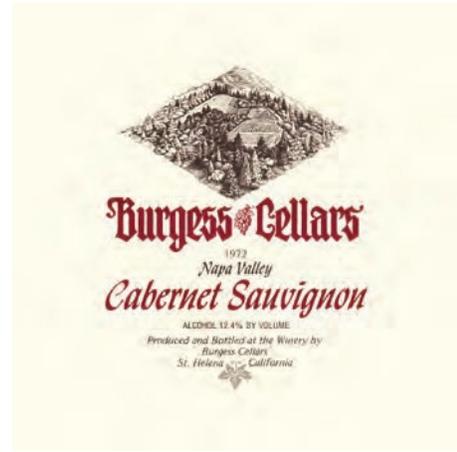
Burgess Cellars is a family owned and operated winery on Howell Mountain overlooking the Napa Valley in California operating since 1972. They produce over 10,000 cases of world class wine a year selling through multiple channels including in their tasting room, online store and whole sale. They pour in restaurants across the nation and have a reputation for big flavors from distinct mountain vines.

PROJECT GUIDELINES

Burgess cellars engaged 4Parts to undertake a complete overhaul of their packaging and messaging. The goal of the redesign was to incorporate elements of their heritage whilst projecting a modern, elegant feel.

THE ORIGINAL LABEL

Burgess Cellars utilized hand drawn elements in their original label design. Much of the history was incorporated in the design. The intricate details and imagery used, made for an iconic “old world” feel but was found hard to make current.



ORIGINAL



DETAILED



PHOTO REALISTIC



SCRIPT TYPE



SCRIPT TYPE TO MATCH GRANDFATHERS HANDWRITING



KEY ELEMENTS

Having collected all the historical assets of Burgess, we undertook a review of Burgess' unique characteristics. Their unique location shone through as the element to focus on in developing design concepts.

ROUGH CONCEPTS

We gathered the key elements and began to form design concepts. The next step was to look at applying modern processes to their traditional creations.

We focused on their library of mountain drawings and their typographical preferences.

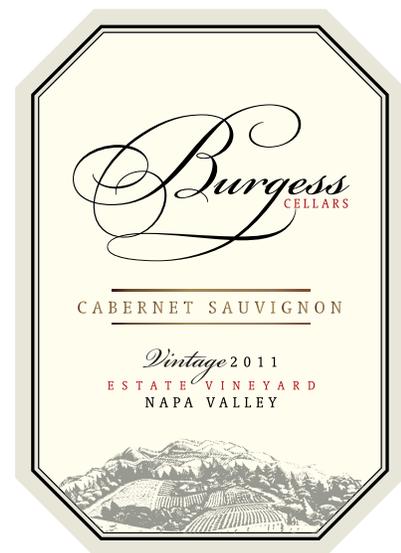
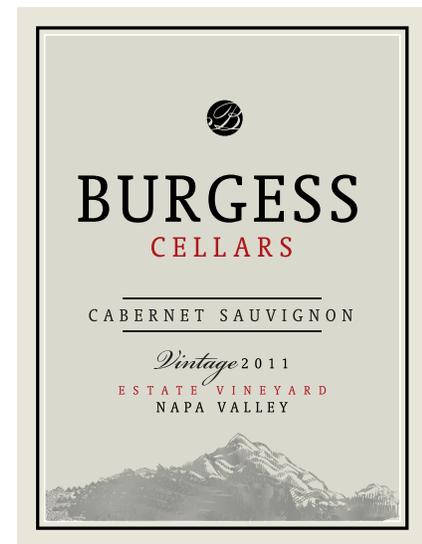
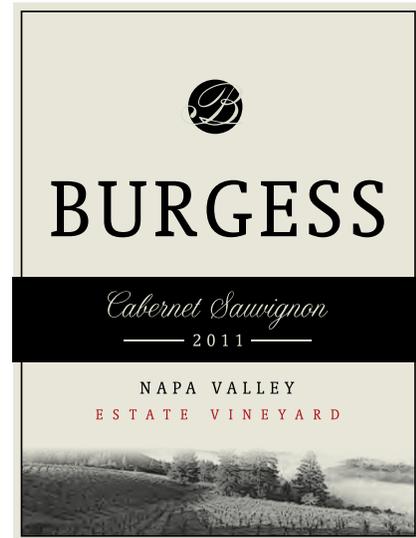
CONCEPT AFTER CONCEPT

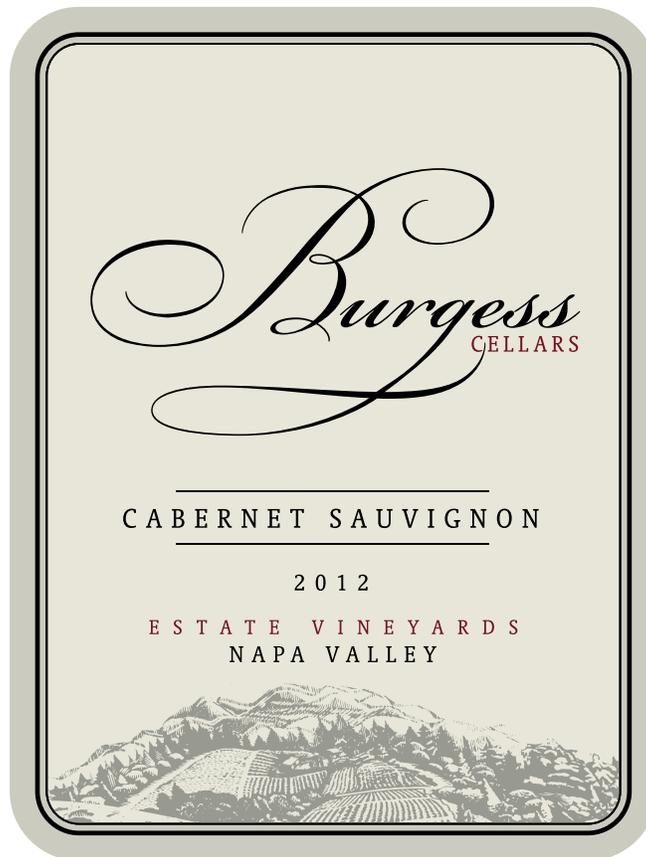
The most exciting part of the process is taking vision to actual design. Presenting these to the client sparked many conversations and helped narrow the focus of the design.

We used the key elements and updated imagery and blended them together. Focusing on the mountain as the unique element we presented various type treatments and layouts. After a few rounds of concepts, the final design was chosen.

DETAILED DESIGN OF THE MOUNTAIN
TRADITIONAL LAYOUT OF INFORMATION
UNIQUE EMBLEM OF THE FAMILY SYMBOL

UNIQUE LABEL SHAPE
ORIGINAL MOUNTAIN DRAWING
GRANDFATHERS HANDWRITING
OFF WHITES AND REDS ENHANCE THE TRADITIONAL FEEL





LABEL SPECIFICATIONS



BLACK

BLACK FOIL STAMP



413U



WARM GREY 2U

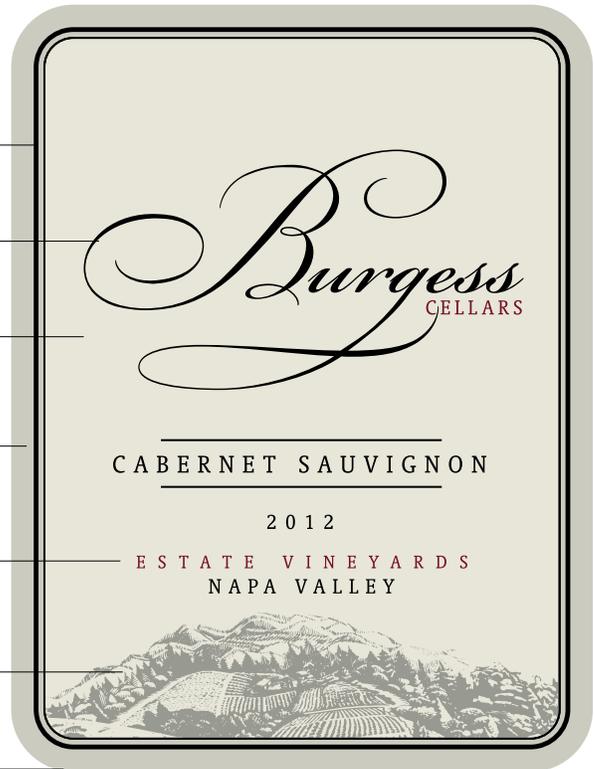


1807U

SCULPTURE EMOSS
HIGH GLOSS BUILD

CUSTOM LABEL SHAPE

FRONT LABEL



BACK LABEL



BLACK FOIL STAMP

BACK COPY TO ENHANCE
THE BRAND STORY

LEGAL INFORMATION

BOTTLE SIZE ALC CONTENT UPC

COMPLETE REDESIGN

Using the Cabernet Sauvignon as the base, we then redesigned the entire portfolio of current vintages.

This completed the redesign and provided an updated look with a nod to the past and future of Burgess Cellars.



CLOSURE DESIGN

We incorporated the script "B" as the focal point.

Keeping the closure black kept the focus on the label and enhanced the mature look of the overall design.

