



Year: 2024

Services: Label design / Restyling / Visual development / Typography

We are pleased to present our new project for a brand Borovaya.

The target audience for the brand includes brand loyalists as well as new consumers of mineral and drinking water. The client approached us with a request to adapt the current label design. We proposed a broader perspective on the task, which evolved into a complete redesign of the label, creating a graphical platform and visual system.

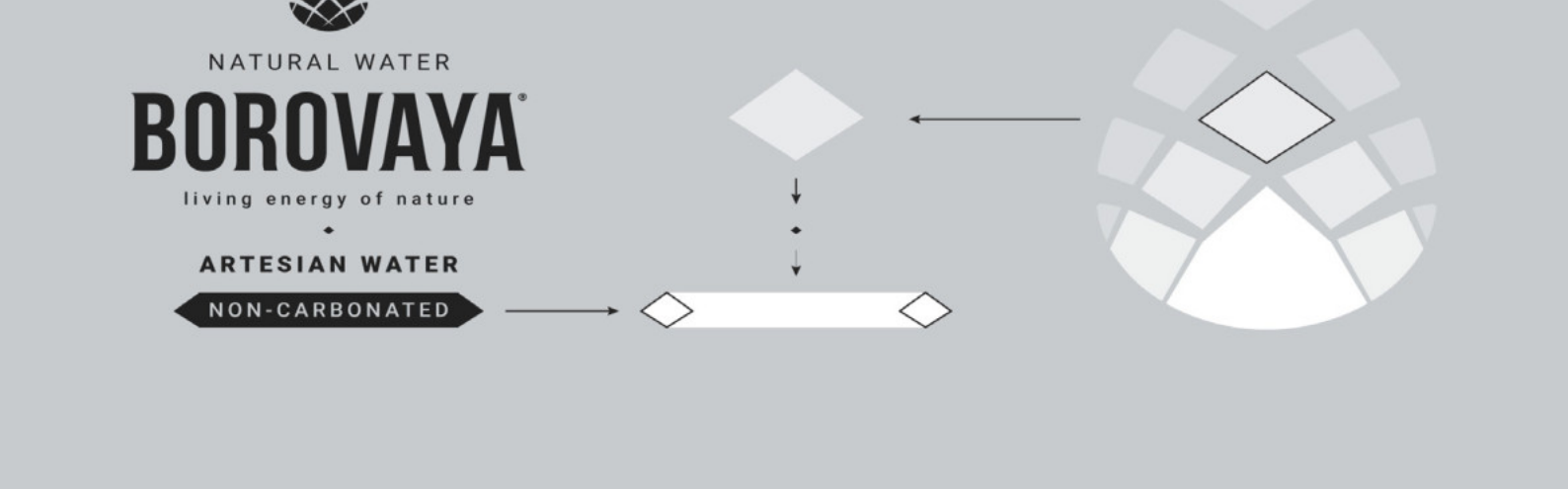


The logo in the shape of a pine cone, symbolizing the product's natural origin and purity, became a key element of the packaging.

To convey a sense of lightness and summer freshness, a wavy element was incorporated into the bottom of the label design.



living energy of nature



We suggested a minimalist approach to the label design. This was reflected in the stylization of the logo and the use of a light, white version of it.

An identity element was created from the logo in the form of an exaggerated pine cone.



This element also served as the foundation for the design of the barcode.

We proposed using a transparent material to emphasize the water's clarity, transparency, and lightness.



We refined the font hierarchy and structured thematic zones on the label.

Pantone colors were specified.



Pantone® 7484 C

Pantone® Black C



Pantone® White C

Pantone® 072 C / 485 C



living energy of nature

The main challenge was finding a solution that preserved the recognizable graphic image while executing a careful facelift with entirely new graphic elements.

A transparent film printing technology was used for the label.



A research and analysis of the current state was conducted, and a consulting presentation was prepared with different approaches to the redesign. After the methodology and design direction were approved, drafts of the labels with mockups were created to demonstrate the concept.

The selected options were then refined, culminating in the final look of the new label. Shelf tests for the future product were conducted. Our working group held meetings with the client and the company's management, presented our proposals, and met with the label manufacturer to select and adjust colors based on color samples and prototypes.



Future concept

As a result, the client is very pleased with the outcome —

the label design, which we take great pride in!

Created in 2024

Project development period: 1 month

Project team:

Personal Account Manager of the project, Art Director, Marketer, Brand Designer, Animation Designer, Digital Designer, Copywriter

Technology:

Methodology, Design thinking, Building planograms, Merchandising rules, Coloristics

Packaging

Branding

Logo

Project support:

Project road map creation, disk space, creating a work chat, storing files, organizing online conferences with meeting minutes

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