

**New Zealand Virgin Olive Oil Awards 2016**

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Judging sheet | best label | Tuesday | 20 September 2016

**Overview**

60 entries for this event which was nearly double on last year. The range of bottle shapes ranged from the more traditional rectangle to wine shaped and even medicine bottle shape, this made judging an intriguing prospect. A variety of colours was used, not just sticking to the standard earth or nature based colour sequences. The design varied from very bold typographic styles to more a subtle mixture of text and illustration, demonstrating a wide variety of styles and concepts.

Name	shelf appeal	print	design	total
Olive Black. Wairarapa	5	4.5	4	13.5
Old Hautere Road Te Horo	4.5	4	4	12.5
Greytown gold Wairarapa	5	5	5	15
Old French Road Akaroa	4	4	4	12

**Winner > Greytown gold****Label comments**

## Greytown gold

Sophisticated and classy are the words to describe this label. Well designed with a subtle use of line illustrations and type. Good balance of hierarchy between text and image and great use of visual space. This really does say 'high end product', quality and just a bit special. A step above the normal label designs.

## Olive black.

While I was impressed with the boldness to go for a different shape bottle with a cork stopper, it did remind me a bit of a medicine bottle. The volume is 245ml as opposed to the more standard 250ml. Saying this, it was not a major issue with the design, as it would stand out very well on the supermarket shelf due to its unique shape. The design is simple and functional, very clear strong black olive shape and nice illustration of the hand as a tree. This does remind me of the Belazu olive oil brand.

## Old Hautere Road

A more traditional shape bottle, with a strong coloured background which stands out well from the competition. A nice and simple line illustration which complements the typography very well. A traditional style of typography that is well balanced and works well with a good use of visual space.

## Old French Road

This design style is very current at the moment, used on wine bottles in France and other quality packaging. The bottle shape is less traditional and works well with the design. Design is very simple and functional in the Europe style of graphic design. Great use of visual space and the simple graphics compliment the nicely rendered typography.