



0210 700 827  
24 Grey street, Napier  
rogeris@eit.ac.nz

## New Zealand Virgin Olive Oil Awards 2017

Judging sheet - best label - Tuesday 19 September 2017

### Overview

46 entries for this event have been provided for judging best label for 2017. Again the range of bottle shapes have ranged from traditional forms to individual bottle designs to medicine style bottles. This year the bottle form was considered as apart of the overall presentaion of the package/ label as the tactile nature of the bottle in the hand let alone its visual appeal plays a role in design. A variety of colour has been used from more traditional palettes to bold colour combinations. The designs varied from bold typographic styles to subtle and not so subtle mixtures of text and graphic considerations.

Name	shelf appeal	print	design	Total
#29	5	4.5	4.75	14.25
Narbey	4.5	4.5	4.5	13.5
Olivo	5	5	4.75	14.75
Waipara groves	4.5	5	4.5	14
Olive Black	5	4	5	14

**Winner > Olivo**

### Label comments

#### Olivo

An elegant bottle that feels good in the hand, tips well. A visually appealing label that uses a clean graphic approach emphasised with bold colour and type. A well balanced design that draws the eye with a hierachy of information to image.

#### Number 29

A pure type based label, easily read and identified on the shelf. Hierachy of information speaks for itself which visually presents well. This is a clean clear and succint label. Not 100% sold on the bottles form and feel in the hand

#### Olive Black

A visually bold package, Hierachy of informaion is excellent with a mix of bold graphic and text forms. Single colour use adds to the visual appeal. Nicely proportioned small bottle with stopper, Tactile interest lies in how this bottle will pour? Full wrap label not placed straight takes this design down a notch.

#### Waipara Groves

A traditional feeling label and bottle, well balanced in its hierachy of information and layout. A clean graphic image with a tonal scale of colour well considered through both image and type, This label will be recognisable.

#### Narby

This label exhits good proportion to the bottle with a single bold colour with black image and type. The illustration suggests a sense of heritage. To conclude the cert label in this case adds to the label visually. Reconsider text spacing to give this room.