

New Zealand Olive Oil Awards: Best Label

5 - Pressed Gold

A bottle that you really have to look closely at to appreciate the detailing in the design of the label. The mix of gold and bronze foil printing layered with the standard flat print added texture and some depth to this label. The sketched design style made the label feel more personal and unique while the stacked bold type added some visual weight to the label.

Print: 4.5 Design: 3.5 Shelf Appeal: 3.5 **Total: 11.5**

4 - Ti Point

The hand written type gave this label a graceful, intimate and charming artistic feel. The vertical arrangement of the script typeface was an effective use of space on a narrow label and allowed the type more room to flow. The gold foil stamping really catches the eye and stands out on a dark background.

Print: 4.5 Design: 4 Shelf Appeal 4 **Total: 12.5**

3 - Terra Sancta

A very decorative and detailed label that provided real interest. The label itself really is a piece of art. Used on an unconventional bottle shape it certainly grabs your attention. The print of the label was finished to a high standard for such a intricate label. The label itself was a little hard to read with so many elements around it.

Print: 4.5 Design: 4.5 Shelf Appeal: 4 **Total: 13**

2 - Duck Creek Road

A label and bottle with a elegant aesthetic. The high waisted serif typeface gave it a distinguishing characteristic. The uniform width of the words created a nice structured and evenness feel to the overall bottle. The softer, light colour of the label provided plenty of contrast to stand out on the shelf.

Print: 4.5 Design: 4.5 Shelf Appeal: 4.5 **Total: 13.5**

1 - Olive Black - Chilli Infused

A very clean, minimalist, light and modern label. The layout of the logo, typography and illustrations had a nice balanced feel to it with all of the elements afforded room to breathe. The light and warm colours used on the label, combined with a clear glass bottle gave it a bright feeling and real point of difference from the rest. I could leave this bottle out on display in the kitchen.

Print: 4.5 Design: 5 Shelf Appeal: 5 **Total: 14.5**