



CA

**AWARD** *of*  
**EXCELLENCE**



# COMMUNICATION ARTS DESIGN ANNUAL 54

Sue Tallon

Rory Kurtz

UNIT9

Wexley School for Girls

Exhibit



September/October 2013  
Twenty-Four Dollars  
[www.commarts.com](http://www.commarts.com)





PACKAGING

- (series)  
 Dylan Jones, senior designer  
 Scott Mires, creative director  
 David Fried, writer  
 Paul Elder, illustrator  
 Hilary Cocalis, project manager  
 MiresBall (San Diego, CA), design firm  
 Ballast Point Brewing and Spirits, client

"Ballast Point Spirits needed to boldly claim its position as San Diego's first craft distiller. Leveraging a rich heritage as one of the West Coast's top craft brewers, as well as our new top-to-bottom brand refresh, our small-batch spirits packaging telegraphs a simple, clear message: Ballast Point is uniquely dedicated to the craft."
- Tracy Lenihan, designer  
 Tracy Lenihan Design Studio (Berkeley, CA), design firm  
 Milton & Small Beverage Co., client

"Milton & Small Beverage Co. was in need of a logo as well as a package design for their first product, a cold brew coffee. Their vision was an apothecary bottle. Rather than a literal translation, I used design components that had both an ornate and masculine look. My typefaces came from old type books and encyclopedias that I then set by hand. The imagery was based on antique bookplates. Along with the choice of bottle and printing method, the result is the impression of an apothecary bottle without it being self-consciously so."
- Cosimo Surace, designer  
 Kevin Shaw, creative director  
 Stranger & Stranger (New York, NY), design firm  
 Bleeding Heart Rum Company, client

"For this Philippine rum our strategy went something along the lines of... 'Don Papa is a long way from home.' We did an exotic twist on the old Spanish landlords and, with 50 animals and insects on the labels, we had to take a few natural history lessons about the local fauna."
- Christian Helms, designer  
 Michael Graham/Christian Helms/Mike Wolf, writers  
 Helms Workshop (Austin, TX), design firm  
 Austin Beerworks, client

"Every can of beer sold in the United States must feature a government warning. It's traditionally hidden away, but what would packaging look like if the government warning was just the beginning of the conversation? The answer is the Heavy Machinery Seasonal IPA Series. The official government warning, front and center, is followed by a playful list of everything else the brewery suggests beer drinkers avoid, including eyebrow tweezers, Twitter and any machine that can juice a carrot."
- Ross Bruggink/Allison Newhouse, designers  
 Dan Olson, creative director  
 Studio MPLS (Minneapolis, MN), design firm  
 Crown Maple Sugar, client

"Evoking the natural elements that abound in the majestic stands of Crown Maple's sugar maples, the brand communicates the fusion of natural goodness with Crown Maple's sophisticated, state-of-the-art production techniques."
- (series)  
 Richard Boynton/Scott Thares, designers/creative directors  
 Scott Thares, illustrator  
 Wink (Minneapolis, MN), design firm  
 JC Penney, client

"Rebranding of an iconic in-store brand, St. John's Bay. This everyday clothing needed a context and a brand story to match the devotion of the consumer. We created a timeless identity that went along with the comfortable and classic nature of this heritage clothing."

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