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February 2017 – Flowdesign Rebrands New Holland Artisan Spirits Family of Brands

Flowdesign's branding experience helped Michigan based, New Holland Artisan Spirits, a veteran in the craft spirits category, redevelop their family of brands.

"We are so proud of our distilling heritage," said Rich Blair, director of sales and marketing for spirits. "That's the best part of this new packaging. We aren't losing any of the distinctive characteristics that make our spirits special. We just wanted to place them on a canvas worthy of the liquid they represent."

"Sometimes we see distilleries design each of their products to look like a separate stand-alone brand, but we don't recommend it," says Dan Matauch, principal of Flowdesign. "This was true for New Holland, where over the course of 10 years, different products were designed at different times and brand consistency was lost along the way. New Holland Artisan Spirits is the brand, not the vodka, gin, bourbon or other spirit standing alone." Hence, Flowdesign incorporated the relevancy of the distillery brand into all the labels, which leads to more product awareness. "When your products are out on the shelf, they're most likely not going to be in the same area. For example, if a lover of New Holland Beer Barrel Bourbon spots the New Holland logo on a vodka, he or she will be more apt to buy the vodka as well. We worked tirelessly with the New Holland team to develop a consistent brand image that will be New Holland's hallmark as it grows and prospers," said Matauch.

Any rebrand should consider not only the look of the packaging, but also the function and harmony of the brand line. First, when developing the two new bottle shapes, Flowdesign looked at bar-top cork and neck commonalities, custom glass embossing, and the overall bottle shape, featuring the same bottle taper and bulb neck. Other considerations were that the bottle be "bar friendly" with an ergonomic neck, rail-fitting diameter, and the ability to accept standard pourers. The embossing on the shoulders touts the year founded, followed by the New Holland name on the base. Embossed on the back of each bottle, Flowdesign crafted a custom windmill logo that harkens back to Holland, Michigan's Dutch roots. Finally, each of the 12 labels, whether it be the bourbon, liqueur, rum, vodka, or gin, was redesigned to follow a more cohesive brand architecture by using common shapes, design element placement and utilizing New Holland's signature copper color on the capsules. Having said that, each spirit exhibits its own individual personality through custom fonts, graphics, and pattern watermarks printed on the reverse sides of the front labels.



About Flowdesign

Founded in 1997, Flowdesign has won many awards, but success is not defined by awards alone. Brand and packaging success is measured by product sales and that's exactly where we excel. Contact us at • 248-349-7250