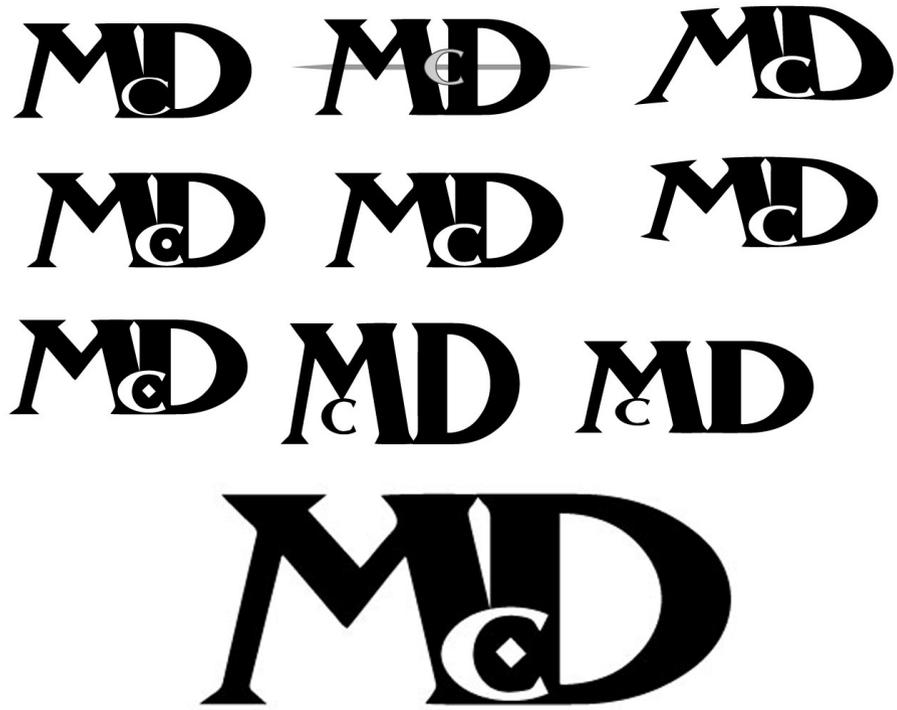


# McDANIEL WHISKEY

Concept Art & Package Design

Adam McDaniel  
March 2016



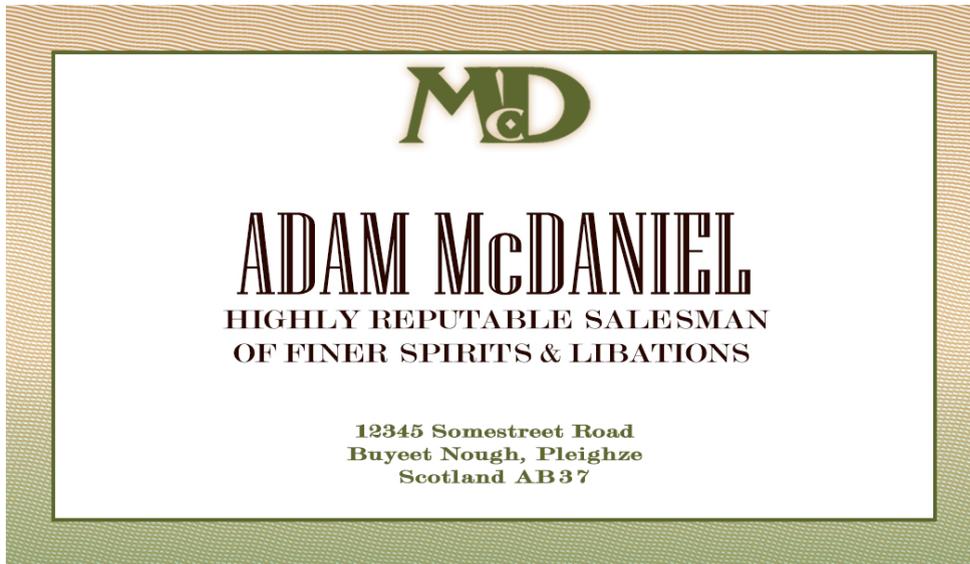
TOP LEFT: LOGO - VARIOUS CONCEPTS  
Final Concept at Bottom

FONT: Laconick-NormalA Regular

TOP RIGHT: FULL NAME DESIGN

1. Black
2. "Cutline" period style gradient
3. Final Color

FONT: Laconick-NormalA Regular



## BUSINESS CARD DESIGN

Perimeter uses same color scheme and cutline effect as bottle labels.

### FONTS:

Laconick-NormalA Regular

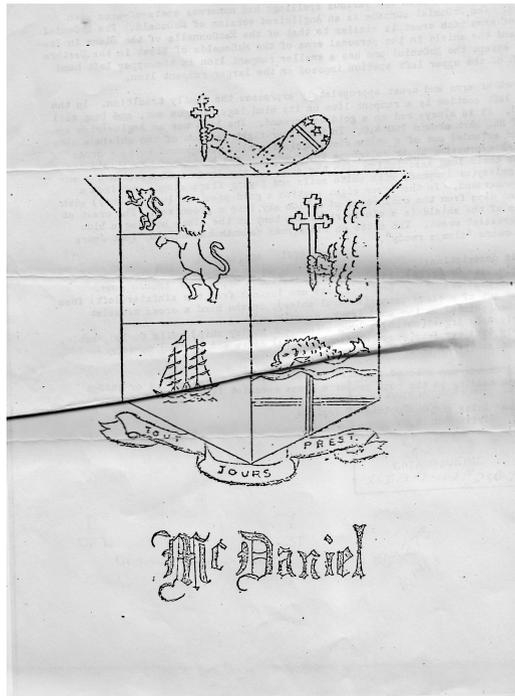
Modern No. 20 Regular

Niagara Engraved Regular

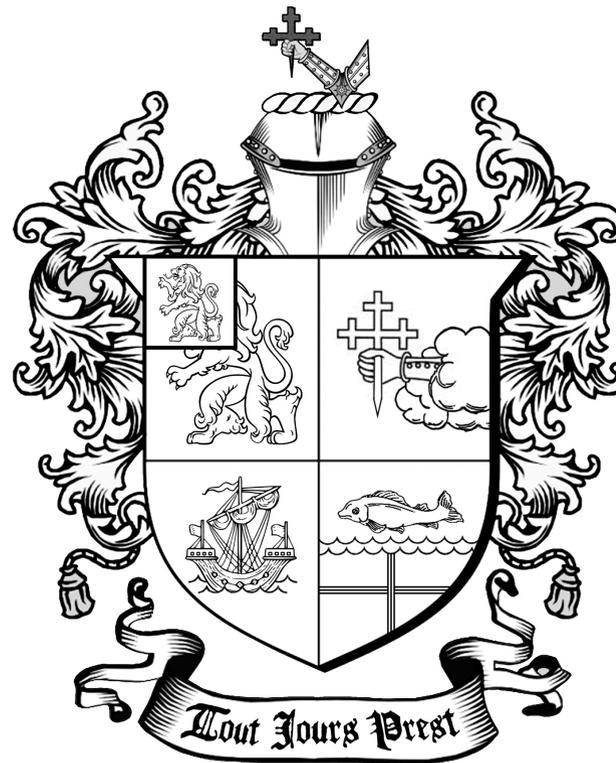
Niagara Solid Regular



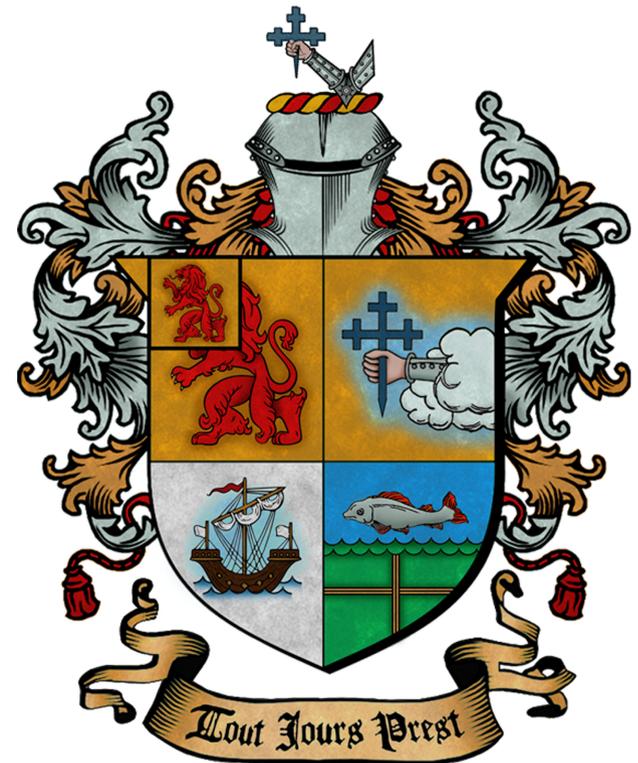
MCDANIEL COAT OF ARMS



Historical Reference

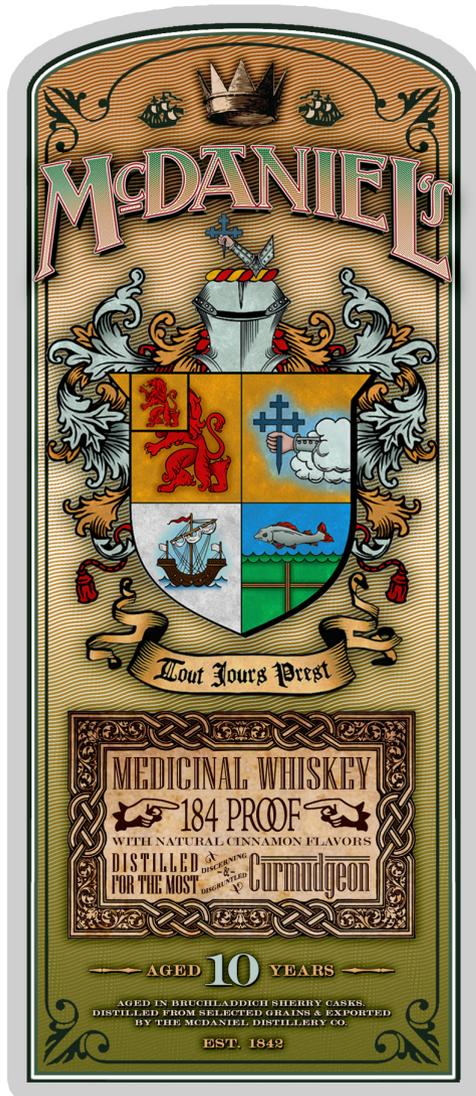


B&W Final



Color Final

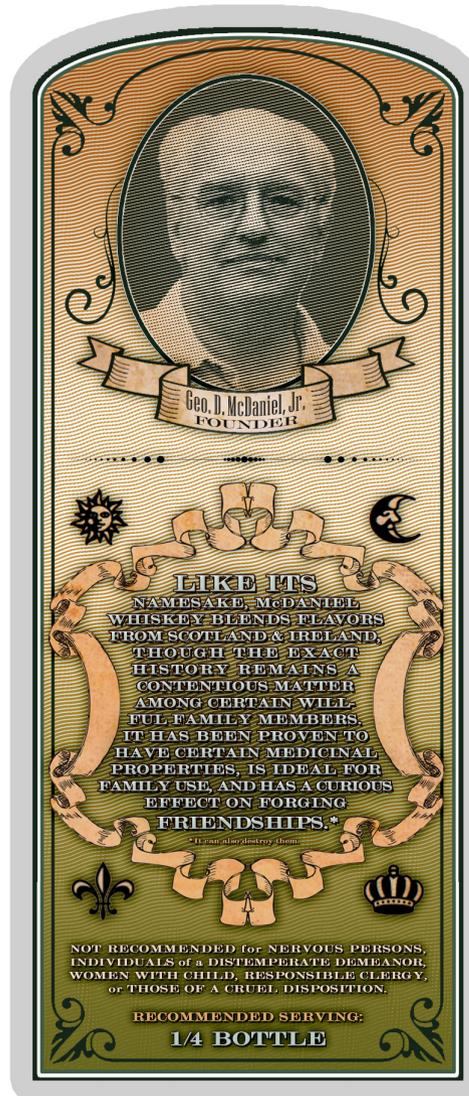
FRONT LABEL



2 3/8" width

1/8" bleed periphery

BACK LABEL



5.8" hight / 5.45" square base / 0.35" top arch

FRONT & BACK LABELS

FONTS:

- Laconick-NormalA Regular
- The Art of Illuminating
- Modern No. 20 Regular
- Niagara Engraved Regular
- Niagara Solid Regular
- Adobe Jenson Pro Light
- Modern No. 20 Regular
- Berthold Walbaum Book Bold

Printed on high gloss adhesive vinyl



Square Bottle Design inspired by Bouvier's Buchu Gin, circa 1880-1920.  
Size: 2 7/8 x 2 7/8 x 11.9 in.

"McD" logo branding is raised & embossed glass on left side of bottle.

Red wax sealant matches red color tone used on heraldic lion, within the front printed label.

Bottleneck has green tinted glass "collar" complimenting lime green on labels.

3D "BEAUTY SHOT"  
Mass Market Packaging

Title: McDaniel\_MassMarketPackaging.ai  
Size: 3 x 3 x 11.9 in. (assembled)  
Finish: Heavy gloss varnish  
Paper: Utopia Premium White #115  
# of sheets: 25 per tarpad  
Format: Illustrator CC mac  
Date: 3/15/2016  
Contact: Adam McDaniel  
cinemalad5@aol.com  
626-365-3634



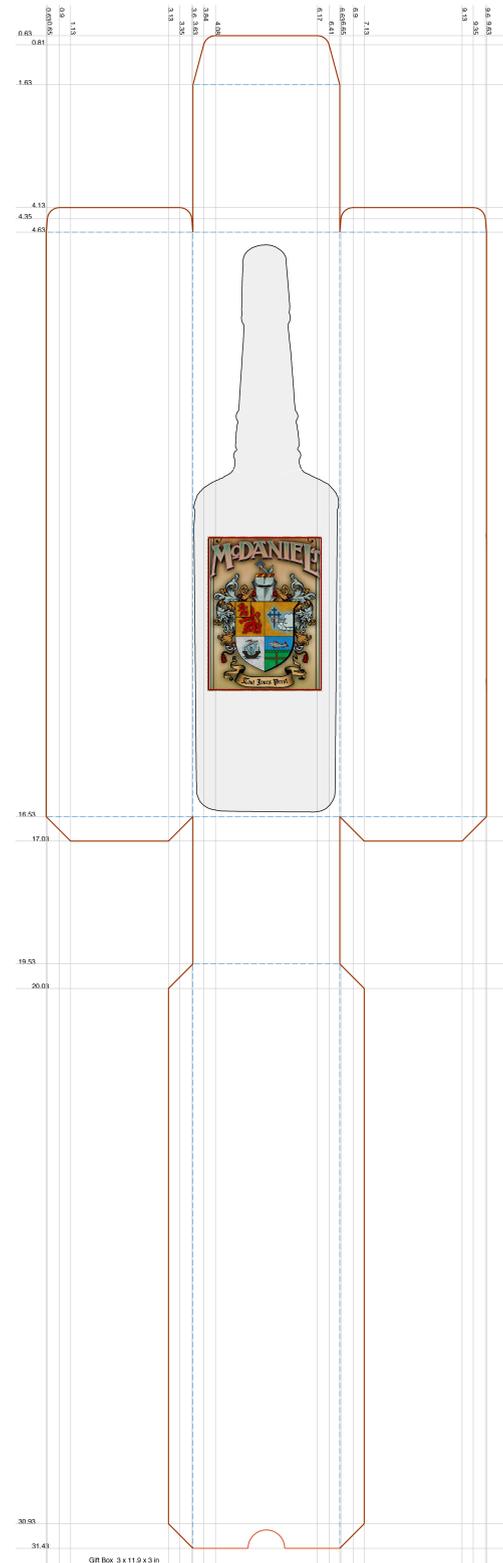
7. McDANIEL WHISKEY: "Beauty Shot" - front bottle with assembled heavystock cardboard packaging.

DIELINE / DIECUT ASSEMBLY  
Mass Market Packaging

Title: McDaniel\_MassMarketDiecut.ai  
Size: 31.43 h x 9.63 w  
Finish: Heavy gloss varnish  
Paper: Utopia Premium White #115  
# of sheets: 25 per tearpad  
Format: Illustrator CC mac

Assembly:  
Red lines are cutlines only and do not print.  
Barcode printed on bottom of box; fold up  
other ends so that gold gradient pattern at top.  
Center rectangular cutout represents the front  
of box, where heraldic design appears through  
opening.

Date: 3/15/2016  
Contact: Adam McDaniel  
cinemalad5@aol.com  
626-365-3634



## DELUXE SPECIALTY PACKAGING - CARRYING CASE



“McD” label carved and stained on front wood surface. Faux period style luggage labels added for effect. Holds 2 bottles & 4 shot glasses. Modified from BULLIET case packaging.