

Lust Winery

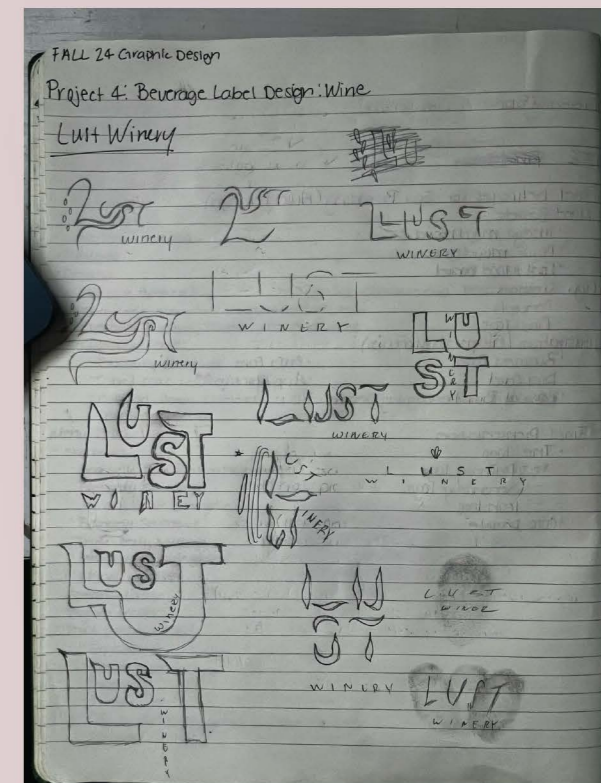
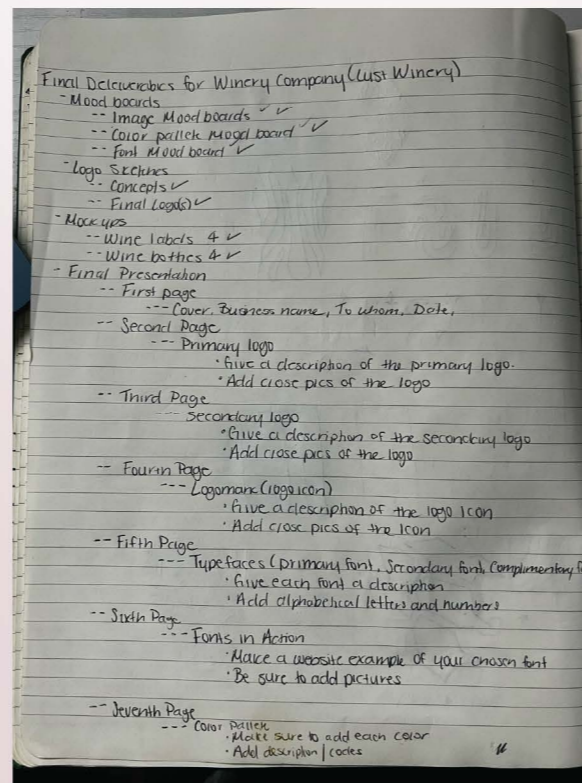
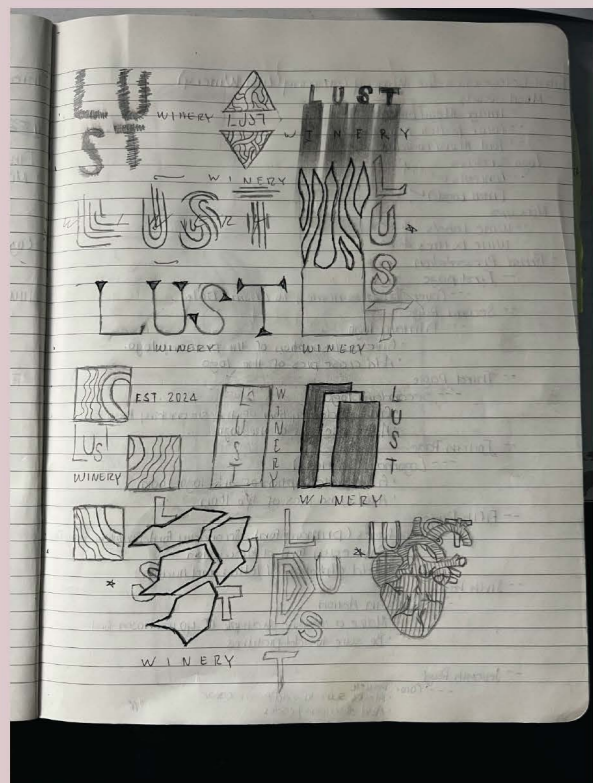
Case Study

Fall 2024-Spring 2026

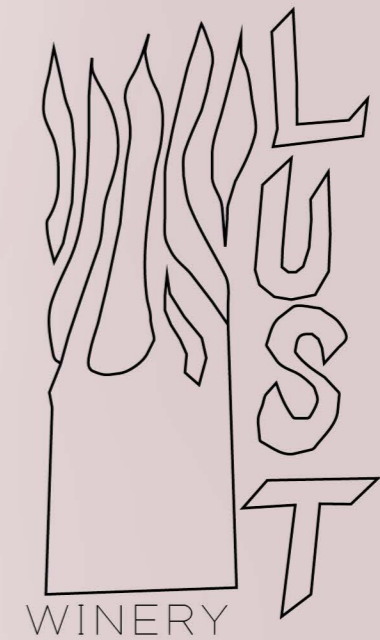
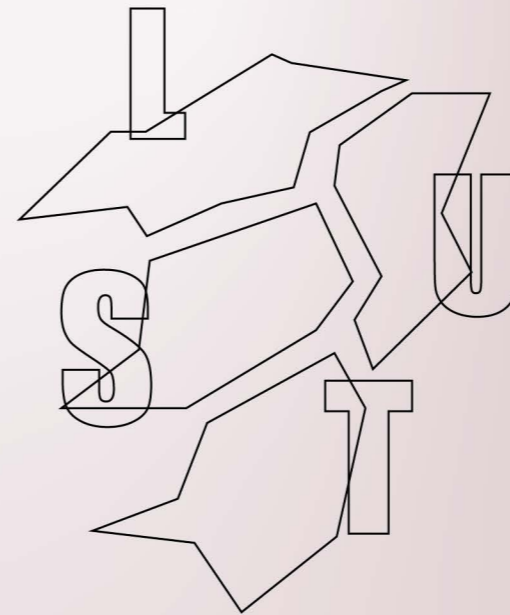
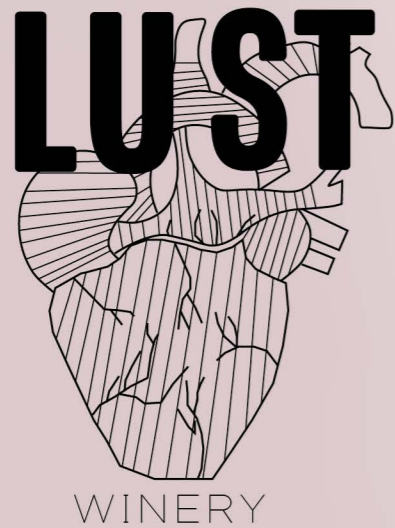
This case study explores the branding and packaging design for Lust Winery, focused on creating a bold, refined, and emotionally driven visual identity.

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The process began with sketches. The initial idea was to use different illustrations on each bottle to give them unique personalities, while keeping the same font and brand name to maintain a cohesive identity. This approach allowed the brand to feel visually diverse and expressive, while still remaining recognizable and consistent across all variations. From there, the concept was refined to balance individuality with a strong, unified brand presence.

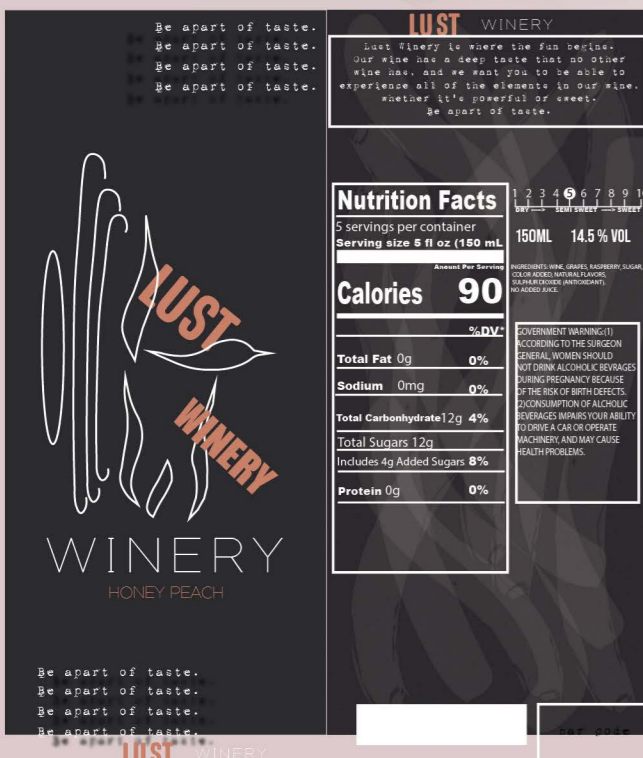
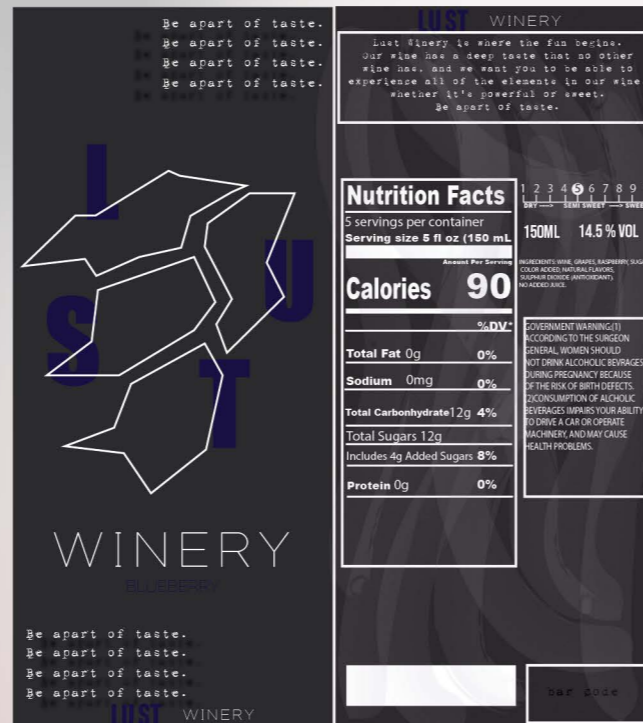
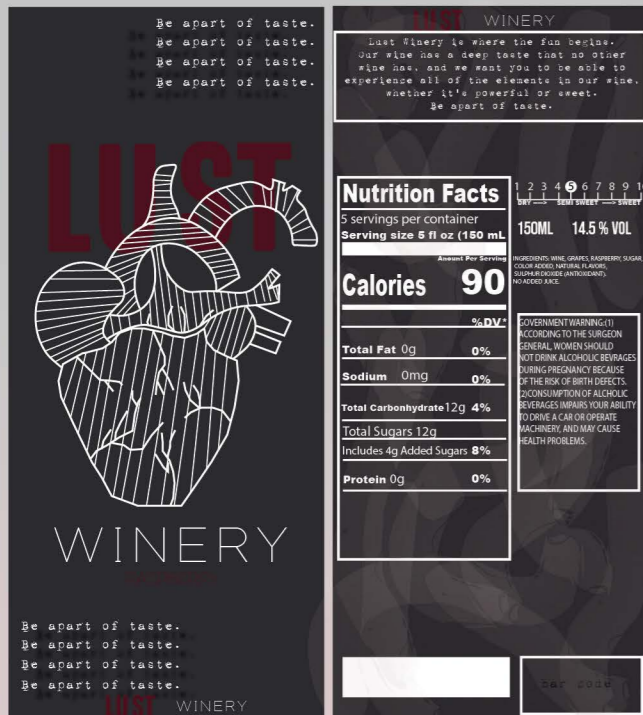


My goal with the sketches was to explore a vintage, classic illustration mixed with modern style that could visually suggest the flavor profile of each bottle. Each illustration was meant to hint at the taste and create a more immersive experience for the viewer.



# Lust Winery

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After refining the initial concepts, I developed the first final bottle designs. Each bottle featured a color that corresponds to its flavor, helping to create a vibrant and visually engaging system while making each variation easy to look at. This approach balances expressive visuals with a cohesive brand identity.

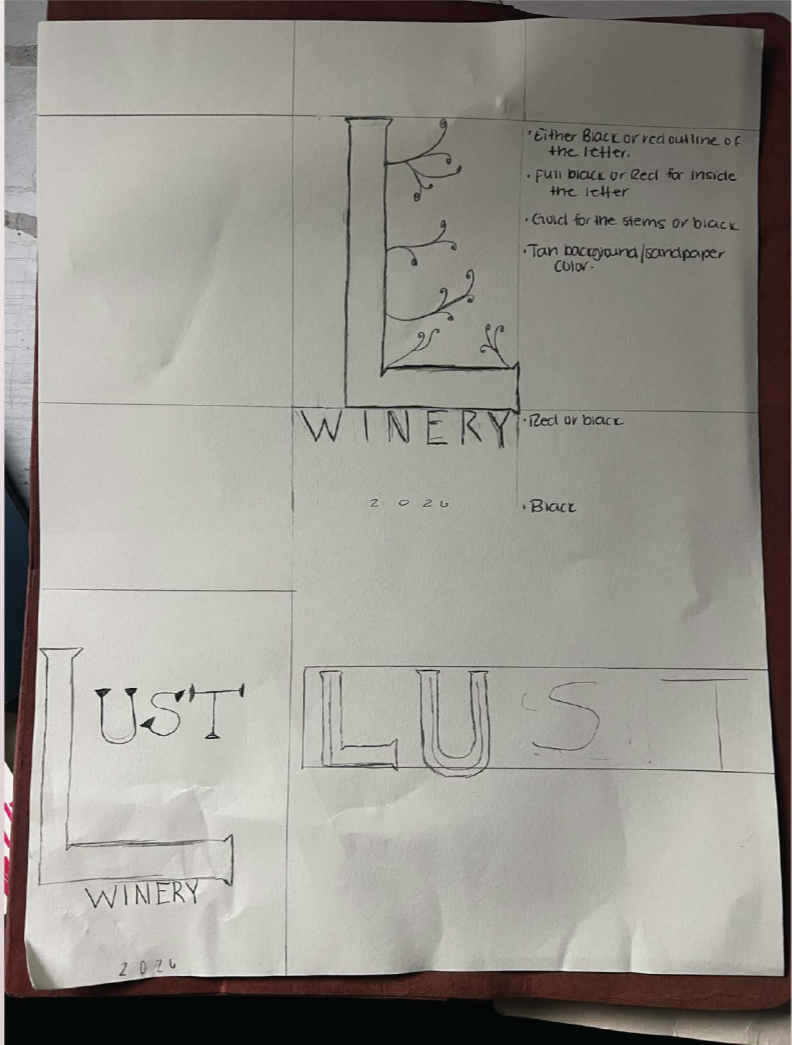
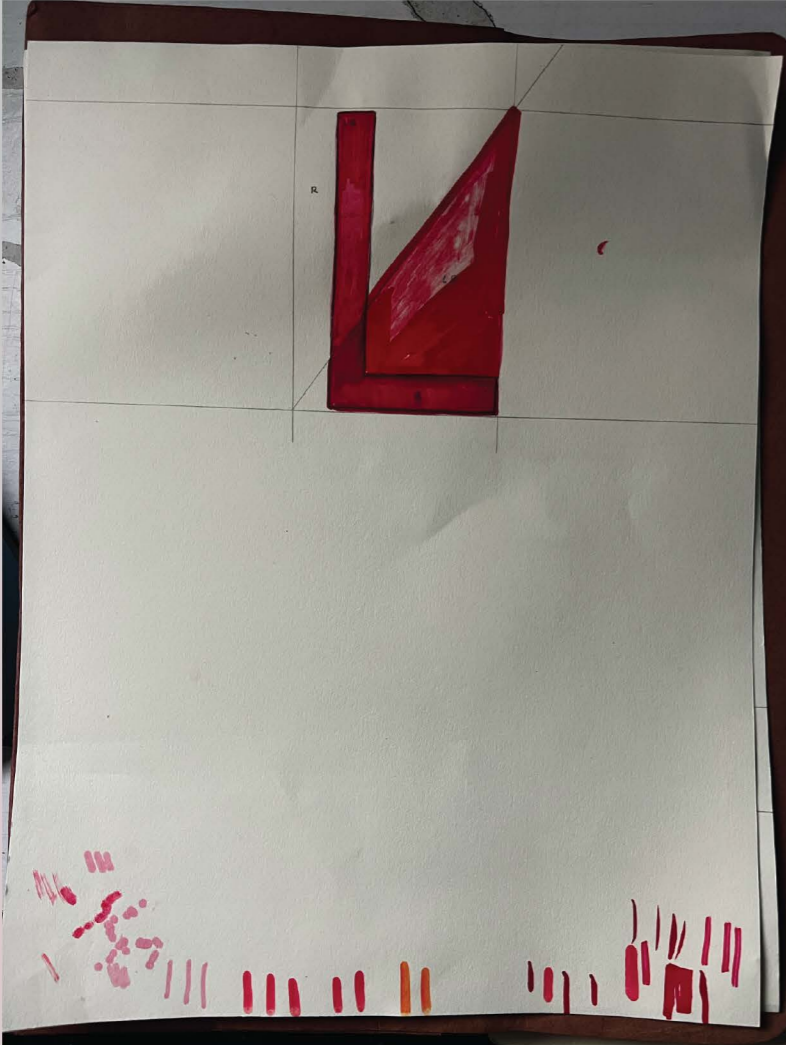


After receiving thorough feedback on the initial label and the bottle designs, I recognized that the concept lacked a clear direction and cohesive structure. The design was exploring too many ideas at once, which made it feel unfinished. As a result, I chose to step back and refine the concept to establish a more focused and unified brand identity.



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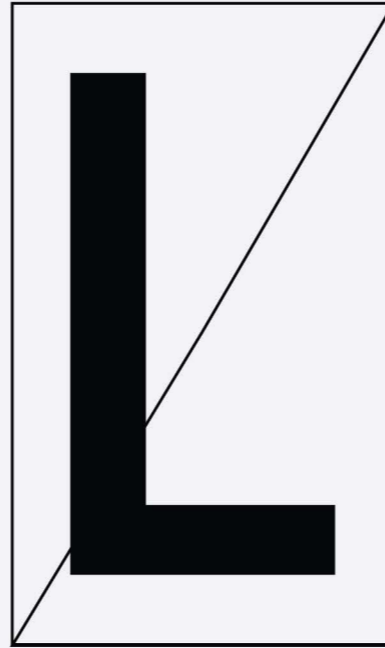
After redesigning, I decided to focus on the letter 'L' as the main visual. The challenge was making it feel more intentional and unique, rather than just a simple letter.



LUST  
WINERY WINERY

RED BLEND  
2026

RED BLEND  
2026

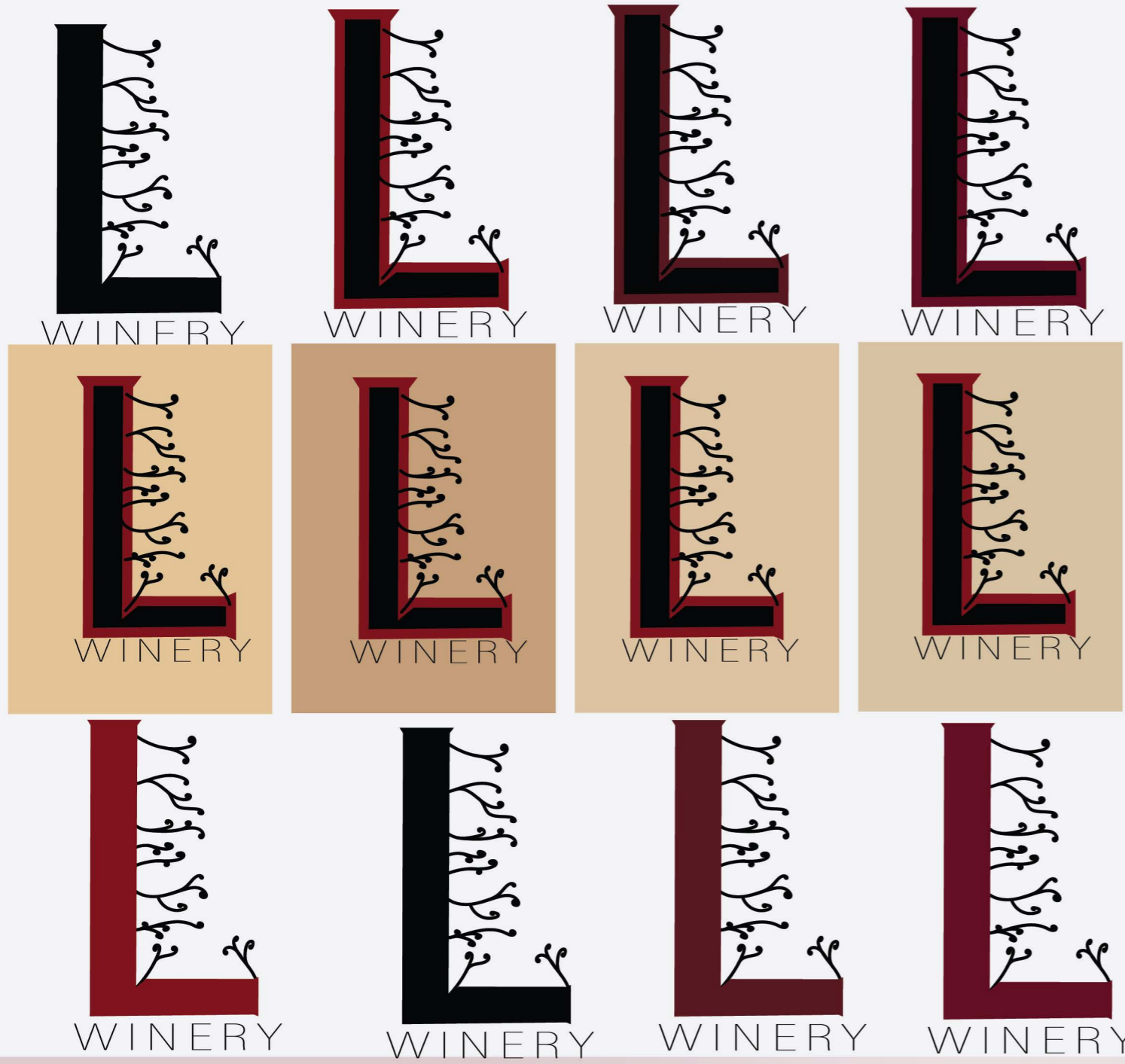


LUST  
WINERY WINERY

RED BLEND  
2026

RED BLEND  
2026

After exploring different variations of the 'L' I experimented with an inverted color design. After spending more time with it, I realized it closely resembled the 'N' from the Netflix logo, so i decided to scrap it and move away from it



Then I went in a direction where I wanted to explore with using stems that would look like its growing from the 'L'. Although, I thought the stem idea was good but I still felt like it was too basic and it kind of made it look like an extra piece to it.

So, I've decided to also scrap this design as well.

After looking at both the designs that I have made, I realized that I lost the idea of the design and what I wanted the brand to feel like. I also realized that having just the 'L' being the center visual was not a good step for me, and then I also didn't like how it have the 'L' and then winery under it. So I had to think which direction I wanted this design to go in.



When looking at all of old designs, looking at the direction it was going in, and the name of it. I wanted the design to feel modern. I wanted the design include all of the letters instead of just keeping it one. "Lust" to me already speaks a lot, so I wanted to draw attention to that so it could catch the audiences attention.



**WINERY**

**red blend**

After free outlining the letters, I wanted it to be different. I thought mixing up the letters and how they were placed would help stand the brand out while still keeping it modern. I thought it was a good idea to use the whole word instead of just keeping it one letter because the whole word is the brand.



**WINERY**  
**red blend**



**WINERY**  
**red blend**



**WINERY**  
**red blend**

After exploring with different color variations, I've decided that the off white color was the best fit for the brand. I chose that color because of what I wanted the brand to feel like, when I thought of the name "Lust Winery" I thought about how people see wine and a lot of people see wine as the way to relax and have something to sip on after a long day. "Lust" meaning you are craving something and I thought of adults craving relaxation while also needing something to sip on after a long day of course and that's where the tag line "crafted to be savored" came from

Lust Winery is also for adults who are looking to enjoy something during a nice dinner as well.



Once I came up with the final logo and color palette that I wanted, I put the logo into real world mock ups to see how it would fit with the final design. I think choosing the whole word as the center of the design was a good idea because it brings everything together.



Even though I had a lot of projects that I could have gotten into more detail with, scrapped, and restarted, I felt like this one had the most work. I enjoyed re designing this project because this is something is more up my alley, I felt like this one was way more into brand designing and enjoyed working on it.