



## CLAXA

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- Layout and colors compliment Claxa's label and neck band.
- Opening for bottle neck is transformed into an overlaying flap, allowing for additional room for branding.
- Inclusion of "The Cooler Bottle" communicates unique aspect of the bottle.
- Description of bottle is slightly larger than tasting notes to improve hierarchy of message.

## Version 3

Brand name: Villa Sandi Claxa

Label Size: 3" x 5"

Client: Folio Wine Partners

Project: Claxa Necker

Round: 1

Date: 2/22/2008

INTWINE