

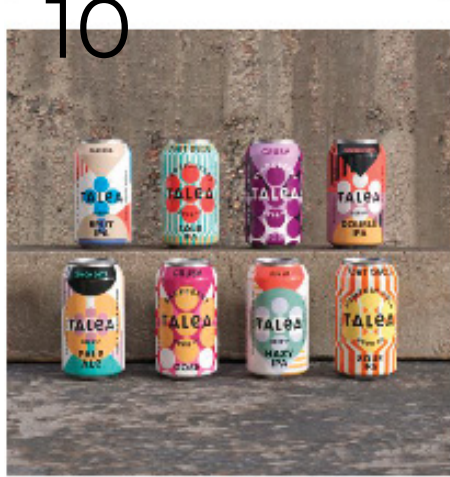
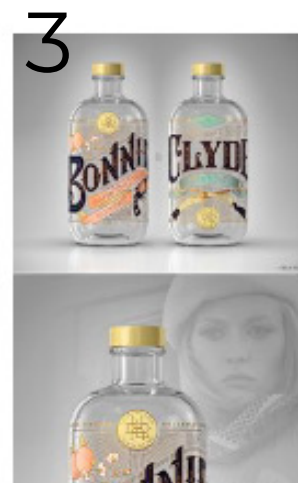


SAPI RUM  
BRANDING | PACKAGING

# SAPI RUM

## **SEE NO EVIL, HEAR NO EVIL, SPEAK NO EVIL.**

This collection of three rums share the main principles and ideas from the wise monekys which is “see everything but I look to nothing, I hear everything but I listen to nothing, I think of nothing to become everything.” Protect your integrity by only giving your attention to those deemed as worthy, as paying attention to improper things will lead to self-corruption. Take a sip of Sapi Rum to open your eyes, ears and mouth, and only fill your senses with what is just.



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- 1. Successful old/ vintage look with interesting top to bottle
- 2. Colorful, bright and bold
- 3. Sleek design, nice die cut letters, nice big bottle shape
- 4. interesting cork with pendant hanging
- 5. The wavy pattern really fits the concept and style
- 6. This is more minimalist but strong and effective
- 7. Outer packaging is a nice extension of label
- 8. The box is luxurious and silk inside is nice
- 9. The oval label is unique and branding with color background is nice
- 10. Geometric shapes and patterns are interesting with bright color
- 11. Simple two colors for each can works well along with simple type
- 12. Successful tactile design
- 13. Exposed brown cardboard is nice with vibrant line work
- 14. Matte finished bottles look luxurious and more unique
- 15. Exposed can is interesting, especially with various shades of color in bold label



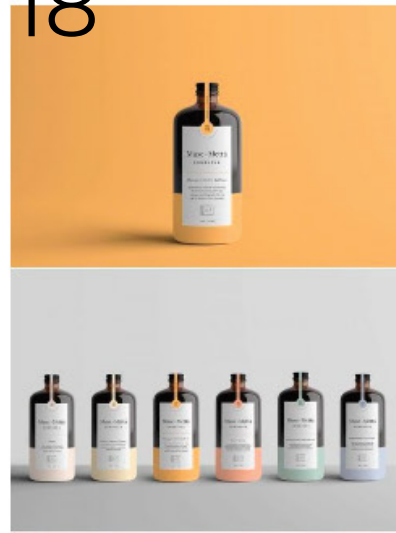
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16. Sleek black shiny color shows off contours

17. Bottle shape is unique with interesting clear label

18. Duo-toned works well with dark brown and shape of bottle

19. Good illustration and gold touches on very nice bottle.

20. Top rounded shape of bottle is sleek with arched label

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21. Vivid illustrations are eye catching

22. Three colors together are really nice with label over cap

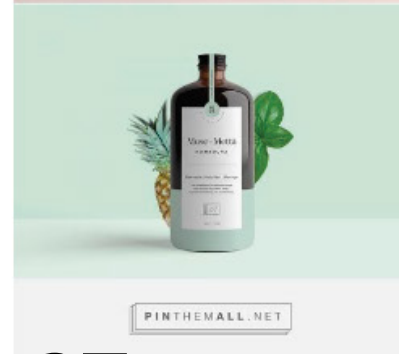
23. Die cut label is unique and matches outer packaging

24. Bold text works really well and gold/ silver touches add luxury

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25. Die cut is perfect around bottle, typeface matches dainty style

26. Unique texture of bottle with geometric design that pops

27. Nice "overlapping" effect label

28. Very unique shape and the big type stands out on effective label

29. Great combination of two typefaces, and nice curved top to rectangle label

27



30



30. Beautiful colors in unique bottles





This chunky type of wine bottle really caught my eye as it feels hefty and more luxurious. The foil around the whole neck of the bottle is interesting as well. The oval label works really well with the curvier and fuller shape of the bottle.



The cellophane wrapping adds a nice touch and a layer of something tactile for the consumer to unwrap. The simple materials of the bottle really tie in with the vintage looking label and the shininess of the pink cellophane.



The mead on the left has an interesting bottle shape and reminds me of the tall glass honey bottles, which ties into the concept of mead being from honey. The sleek bottle matches big cursive type in the label.





The two small handles are very interesting and unique. The contrast of the dark liquor and bright label works really well, as well as the cream label to the right. The illustration works really well with there being an outlined area for the text. The combination of typefaces stands out and works with the existing brand.



This bottle color is extremely unique and feels very luxurious with the nicely finished wood and cork top. The simplicity in the use of white ink of the front gives the bottle a sleek finish. The simple line work illustrations compliment this well.



The type is more hand-done and unique which makes it stand out, along with the dark blue detail that fades into the center of the bottle. The use of transparency is really effective and makes me feel like im looking at the ocean or a fish tank.



The exposed can on this design is really interesting and unique. The black and white base of the majority of the label works really well with the colors all coming together at the front, like a color wheel. The typeface is unique and doesn't look generic.



Everything about this feels a little old-fashioned with a modern twist. The illustrations in the old printed look work really well with the old flip cap style bottle. The typeface over the cap really stands out and also feels old-timey. The main label type is interesting and works well on a diagonal.

The double label on the neck and top is really nice and has a finished look to it. The texture of the bottle is beautiful and is well complimented by the sturdy feeling wood cap. The two colors work really well for the silver or gold tequila.



The fluted texture of these bottles is beautiful and works very well for a double label. The image looks like a stamp with their jagged edges, and the label is sleek with a memorable typeface.



## ONE IMMORTAL NECTAR

The Ancient Greeks were believed to have consumed Ambrosia, or otherwise known as “Nectar of the Gods” as they thought it had the ability to give immortality to any mortal who drank it. This concept would take inspiration from the Gods, Greek mythology, art, and architecture. The packaging will give a divine yet bright and modern feel, reminding the consumer of the high quality and luxurious liqueur they are consuming. Different Gods and their symbols could be used for the different flavors, focusing on the connection between the caricatures of the Gods and the type of ambrosia in the taster pack. For the outside packaging, these could be tied together with using doves, as the “nectar” was brought to the gods in Olympus by doves. The overall aesthetic would be modern, bright, and eye catching, illustrative, yet use inspiration and respect for ancient Greek patterns and designs.

## TWO 3 WISE MONKEYS

The Three Wise Monkeys are a Japanese Pictorial maxim or proverb that represents “see no evil, hear no evil, speak no evil.” They are usually small statuettes of three monkeys that cover their eyes, ears and mouth. The translation from the Buddhist monks is “mizaru, kikazaru, iwazaru” and could be used effectively when naming a line of alcoholic beverages. A fitting drink for this packaging would be a traditional fermented rice beverage called Sake, which has been enjoyed since the 8th century CE or even earlier. The general volume content ranges from 15% to 20% alcohol. The three monkeys would represent the three different kinds of sake. Inspiration would be drawn from traditional Japanese statues of the monkeys, along with other relevant Japanese art and design from the 8th century. The packaging will shine light on Japanese culture and history revolving around the three wise monkeys, while staying modern with use of color, pattern, texture and bold contemporary type.

## THREE HONEYMOON

Mead (a fermented drink made with honey, water, and yeast) has an interesting ancient history, with many different stories. In England during the medieval times, mead was essential to a new marriage, and this is where the term “honeymoon” comes from. A couple was supposed to drink this after getting married to help increase fertility. This was usually done in the first month of marriage, measured by a full moon cycle, hence the “moon.” Now we know honeymoon can be used to describe an early phase of a relationship where everything seems perfect and happy. I would plan on using the phases of the moon and the idea of “as the moon wanes, so shall your love.” This packaging would be dreamy and juxtapose the two ideas of a honeymoon, one being that it represents lust, the other being true love and new beginnings. This perfectly ties in with the idea of the waxing and waning of the moon.



# SYMBOLISM OF THE 3 WISE MONKEYS

1. A way not to feel evil
2. It's not closing your eyes on the evil but not giving it the time of day or your energy
3. I see everything but I look to nothing, I hear everything but I listen to nothing, I think of nothing to become everything.
4. One would be conscious of everything happening around them but they would choose not to let it reach them. We can see an idea more simple : to think before speaking. We have to learn how to think by ourselves, not to listen to anyone and not to always trust our pretending-full-view-eyes.
5. "Look not at what is contrary to propriety; listen not to what is contrary to propriety; speak not what is contrary to propriety; make no movement which is contrary to propriety." (The Analects, Book XII).
6. Do not act outside propriety
7. Ancient sages of China and Japan wanted to signify that paying attention to improper things meant corrupting ourselves: by sully-ing our eyes, our ears or our words with any sort of filth we would become soiled, even if our intention was to protect ourselves from it. Evil proceeds by contagion, mimicry, it stains. So we must endeavor to fill our senses only with that which is just.
8. Setting aside information that is not useful and that is harmful, in order to protect one's integrity.
9. The need to not transmit evil, to not gossip and, above all, to be very cautious when spreading stories that are not true, nor are they good, nor even less useful.

## MINDMAP



Sources:

<https://www.dnaindia.com/india/column-learning-from-mahatma-gandhi-s-three-monkeys-2260767>

<http://www.diptyqueparis-memento.com/en/wise-monkeys/>



# 3 WISE MONKEYS

The Three Wise Monkeys are a Japanese Pictorial maxim or proverb that represents “see no evil, hear no evil, speak no evil.” They are usually small statuettes of three monkeys that cover their eyes, ears and mouth. The translation from the Buddhist monks is “mizaru, kikazaru, iwazaru” which will be the names of this line of small batch white, gold and dark rums. This rum shares the main principle and idea from the wise monekys which is “see everything but I look to nothing, I hear everything but I listen to nothing, I think of nothing to become everything.” Protect your integrity by only giving your attention to those deemed as worthy, as paying attention to improper things will lead to self-corruption. Take a sip of Sapi Rum to open your eyes, ears and mouth, and only fill your senses with what is just.





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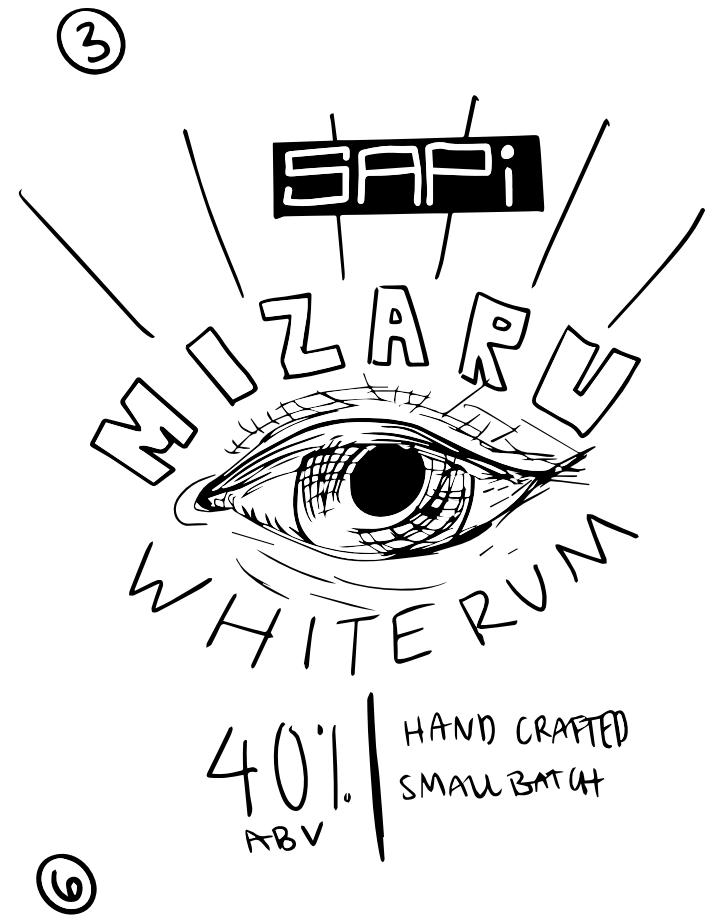
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**MIZARU**  
Space Mono Bold

**MIZARU**  
Alternate Gothic No 2

**MIZARU**  
Original

40%  
Playfair Display

40%  
Pinch My Ride

40%  
Alternate Gothic No 1

White Rum  
Playfair Display

White Rum  
Gopher

**White Rum**  
Abril Fatface

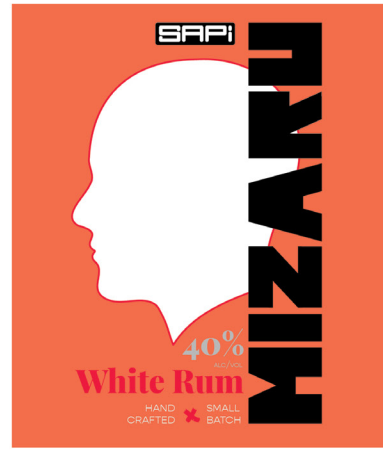
SMALL BATCH  
Gopher

SMALL BATCH  
Museo Sans

SMALL BATCH  
Arbotek







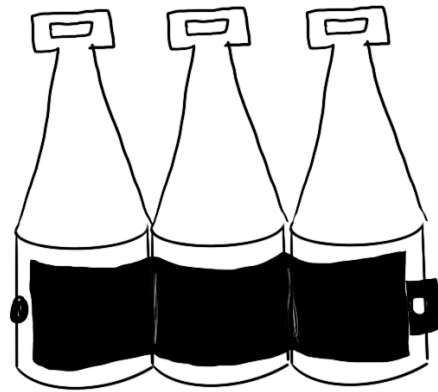
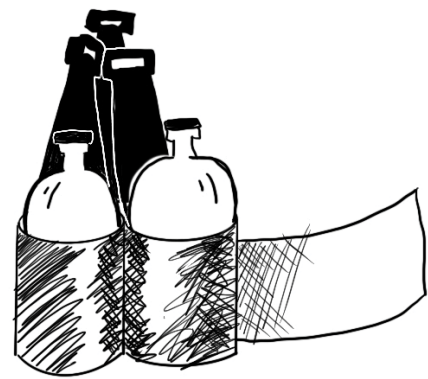
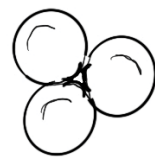


Gopher  
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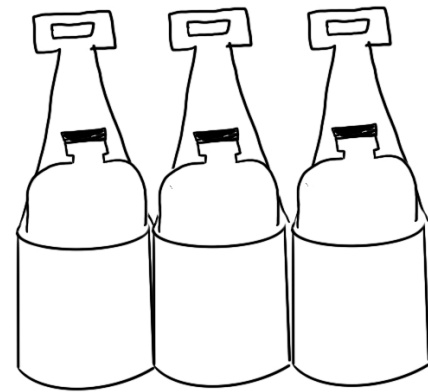
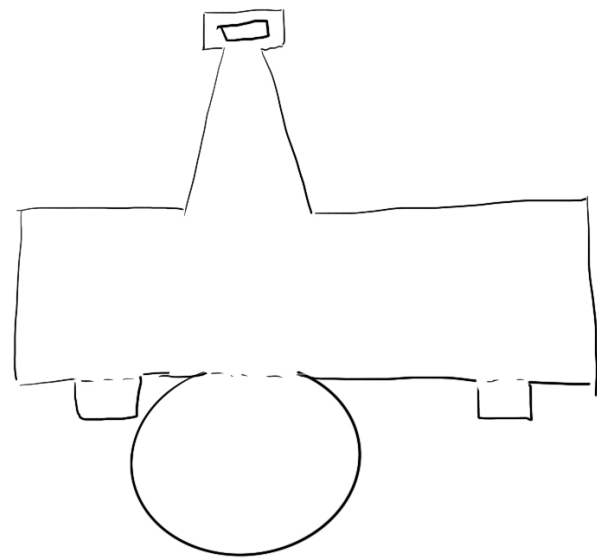
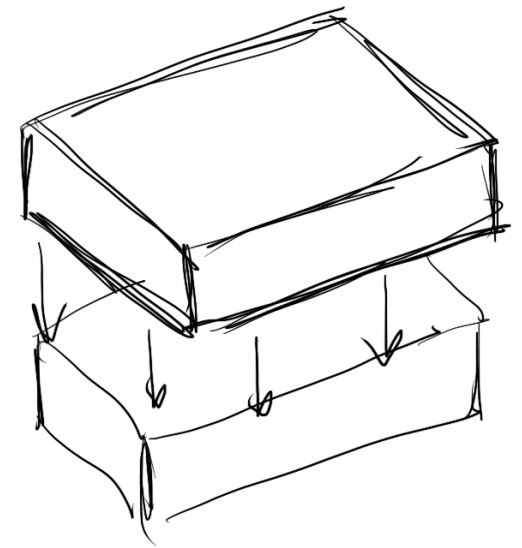
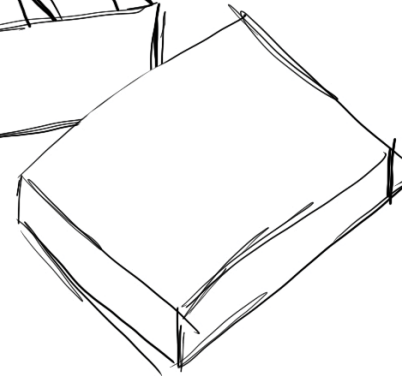
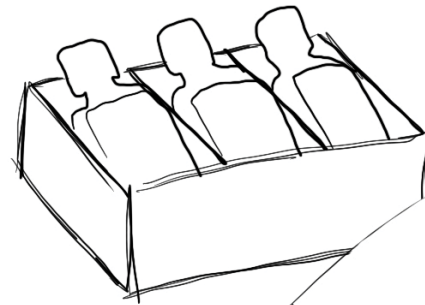
Playfair Display  
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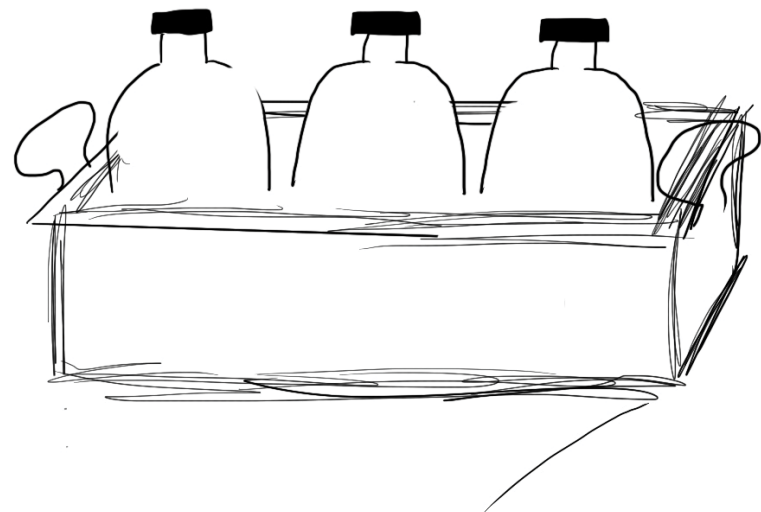
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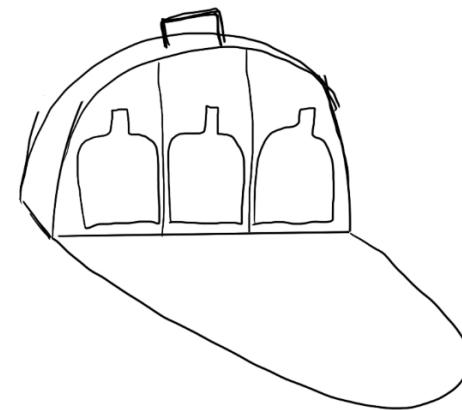
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