

# ILLUSTRATION

## Further rules to maximise consistency

Once a key cultural moment has been established, there are a few ground rules that will be applied to the illustration to ensure that it sits within the **Blue Label** world, and remains consistent across the “City” range.



### Colour

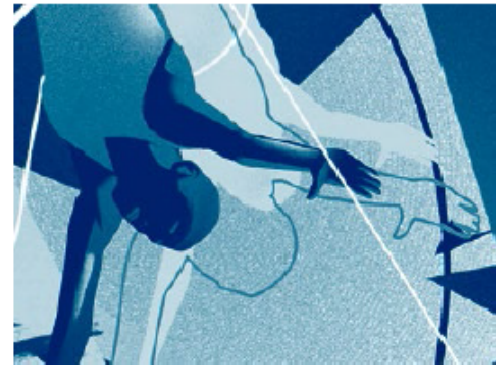
The illustration should be predominantly blue (90% plus). The colours should compliment the colour of the bottle and branding, but illustrators shouldn't be afraid of using brighter and more punchy tones either.



### Gold Highlights

A big part of the **Blue Label** branding is gold.

KBAs will be printed with a gold foil, and accents in design can be highlighted with gold screenprint.



### Illustration Style

The illustration style should be contemporary and compliment the location's style and culture.

The most important watch-out is to ensure that the style (and content) remains premium and sits within the world of **Blue Label**.



### Bottle Show-through

The artwork areas shouldn't be completely covered with illustration - It will make it feel like a bottle wrap.

Each illustration should have transparent elements so that the bottle comes through the design.