



Week 5: Lecture

Havana Club 3 and Jameson Ltd Edition collaborative projects by Pearl Fisher London

HAVANA CLUB 3



Pearlfisher London has created the vibrant and energetic visual identity system for iconic rum brand, Havana Club 3 Años.

As part of an ongoing partnership with Havana Club, Pearlfisher London has re-envisioned the visual identity system for Havana Club 3 Años to better align it with the brand's vision, strategy and uniquely Cuban heritage. This is the second stage of their portfolio redesign to launch following the reveal of the new identity and bottle structure for Havana Club 7, earlier this year.



Havana Club 3 Años - a white rum aged for a minimum of 3 years to create the most authentic Cuban mojitos – is grounded in traditions of casual outdoor socialising and the buzz of city life. The city of Havana evokes the essence of Cuba: visceral, layered and chaotic yet perpetually energised by the spirit and creativity of Cuban people. Yael Alaton, Strategy Director at Pearlfisher, explains, "Tasked with moving away from a distressed brand aesthetic which, in the context of Cuba, had become clichéd, we rooted the Havana Club 3 Brand World in the concept of "The Human Touch," seeking to capture the dynamism, creativity and passion of Cuba and authenticity of its people."



To ensure that the true spirit of what it means to be Cuban was captured at every stage of design, the Pearlfisher team travelled to Havana to work with local artists and illustrators. Sarah Cattle, Creative Director at Pearlfisher, said of the creative process: "To bring the raw creativity of Cuban people, as well as the brand principles of collaboration and unpretentious craftsmanship to life, each element of the brand world was cut, stuck, drawn, hand-painted or screen-printed in collaboration with Cuban artists."



The visual identity system is a vibrantly clashing collection of graphic assets that convey the expressive culture of Cuba, always with a uniquely human touch. Designed to exist in harmony with one another, the assets are joyful, visually arresting, and will enrich brand communication with a distinctive style that marries crafted graphics and Cuban street life photography to create a cohesive and compelling whole.



The backdrop to the brand world - tiles in varying textures and tones of yellow - were inspired by the eclectic tiles found throughout Havana, while 17 screen-printed graphics depicting icons of Cuban culture - from coco-taxis and dancing couples to mint leaves and mojitos - make up the visual language from which brand environments and product packaging stem. The Havana Club 3 Años logo has been reimagined through hand painting - an emblem of the brand's commitment to artistry - while three bespoke, hand-painted fonts have been digitally realised to ensure the presence of the human touch in all written material. Layered with texture, bold hits of colour and naïve design details that highlight the energy of imperfection, the Havana Club 3 Años brand world is - like Havana itself - an exciting sensory experience that places the heritage of Cuba and the history of Havana Club in the context of the modern consumer.



David Experton, Brand Director of Delivery at Havana Club International, had to say about the redesign: "We did not want a brand world of strict guidelines and the new design system crafted by Pearlfisher and our Cuban artists for Havana Club 3 Años has perfectly delivered on our objective to create a platform for creativity for our market teams, empowering them to bring the brand to life around the world within a common framework."



Editors/Credits

- Founder and Chief Creative Officer: Jonathan Ford, Pearlfisher
- Managing Director: Darren Foley, Pearlfisher
- Strategy Director: Yael Alaton, Pearlfisher
- Creative Director: Sarah Cattle, Pearlfisher
- Account Director: Jo Peirce, Pearlfisher
- Design Director: Jon Valance, Pearlfisher
- Creative Artworker: Debbie Chou, Pearlfisher
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JAMIESON LTD EDITION



Jameson and Pearlfisher London have collaborated with 3 well-respected artists – Claudine O’Sullivan, Alex Mellon and Leonn Ward -to create the much-anticipated, annual Jameson limited edition St Patrick’s Day bottle.

Now in its 7th consecutive year, Jameson is known for collaborating with a different artist each year to create its unique and eclectic limited edition bottle to celebrate St Patrick’s Day. For the 2018 St Patrick’s Day bottle, Pearlfisher wanted to bring to Jameson’s value of coming together, in a way that would resonate and forge a sense of connection with people on a more global level.



Having previously worked exclusively with a singular, Dublin based artist for each bottle design, Pearlfisher collaborated with a group of artists to bring the idea of togetherness to life through both the design process and its execution. They initially appointed London-based, Irish illustrator, Claudine O'Sullivan, who, in turn, selected two of her creative friends– graphic artist Alex Mellon, known for his distinctive character designs, and popular director and photographer, Leonn Ward – to complete the collaboration.

The design is inspired by the Irish folk story, Heroes Unite. In the story, three friends set out on an incredible journey, as they head off to war the appearance of an eagle provides them with the shields and swords they need to stand united and face whatever comes their way.



Jon Vallance, Pearlfisher Associate Creative Director, explained, "This year's bottle brings to life the adventure of Heroes Unite in a literal and modern representation, to tell the story of a group of lads on a night out to celebrate St Patrick's Day. The story begins at the bottom of the bottle and, as the night goes on, progresses upwards; pulling in elements of the folk story, through the illustration and graphics, as it transcends to the dominance of the eagle at the top.

Working with three different artists has given a whole new dimension to this year's bottle. The beautifully hand-drawn eagle by Claudine, Alex's distinctive icons and stunning photography by Leon, perfectly showcase the individual talent of each of the 3 artists, while boldly and figuratively opening out the interpretation of the story, its message and meaning through the seamless coming together of three very different styles."



Illustrator, Claudine O'Sullivan added, "This has been an exciting and dynamic project to work on. Hopefully the sense of enjoyment we had working together shines through in the design. Collaboration has been the essence of how we have creatively crafted this story of togetherness."

Simon Fay, International Marketing Director at Irish Distillers, added: "Dublin has long been a city of artists, adventurers and friends, so for Jameson's 2018 limited edition bottle we collaborated with three artists with different creative backgrounds to celebrate true friendship. St. Patrick's Day is Jameson's second Christmas and is synonymous with great friends getting together, so we are confident that our new seasonal release will encourage modern day adventurers to enjoy Jameson together during their St. Patrick's Day celebrations."

The seventh limited edition St Patrick's Day Jameson bottle design is now available in markets including Ireland and Russia at an RRP of €30.

Editors/Credits

- Founding Partner & CEO: Jonathan Ford, Pearlfisher Founding Partner & Creative
- Director: Karen Welman, Pearlfisher
- Associate Creative Director: Jon Vallance, Pearlfisher
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