

Zimposter - Non-Alcoholic Gin Labels

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In the beginning, I wanted to create a design that showcased iconic Australia, in particular the small country towns off the beaten track. My initial idea was to create a distinctive brand for each town, that would celebrate their natural beauty, unique features and community spirit. The Kununurra Sun brand inspired me. They create a monthly publication that celebrates the lives, achievements, and successes of the Kununurra community and what is going on in the town. Their goal is to reframe the narrative about their community and highlight the positive elements, and this is consistent with my goal.

As I was exploring iconic images of Australia, I was struck by the strong emphasis in advertising, tourism and news media on alcohol and the drinking culture in country towns, particularly featuring young adults and teenagers. As my ideation progressed, I found the possibilities too broad and needed to narrow my scope, so I decided to hone in on an area closer to home and focus on the Riverland. I feel a deep connection to the landscapes and agricultural produce of the Riverland. It is a wonderful place to live, and I wanted to showcase the positive features of the region.

As a young adult, I feel the strong cultural pressure to engage in excessive consumption of alcohol. If you don't drink, you're not cool, you're different, you're weird. I wanted to change the narrative and create a brand and line of non-alcoholic beverages that is cool, that offers a fun alternative for people who choose to go against social norms. Rather than feeling like a fraud, a fake, an imposter in their social environment, I wanted to create a brand that would inspire a generation to break free from social pressure. Z-Imposter hopes to inspire a culture change in Gen-Z, conveying the message that alcohol does not need to be at the centre of having good times with friends. Being a social imposter can be cool too.

To draw inspiration for the label style, I researched a wide range of alcoholic and non-alcoholic drink labels. Design features that drew my eye were simple elegant fonts, muted and natural colour palettes, and the use of artwork at the centre of the design. I explored brand collections, to see how each label was similar yet distinctive. The collections that appealed to me the most were Naked Life and Seedlip. The design layout was common across the collections, but they used a different colour palette and illustrations. I was inspired by the graphics on the Seedlip bottles, how they combined fauna with flora and fruit images reflective of the drink's flavour profile.

I was also influenced by a number of graphic artists. Giuseppe Arcimboldo, for the way he created portraits using flowers and foliage. Margaret Preston, for the way she featured native flora in lino printing designs. Badger Bates, for his two-toned line drawings of animals and landscapes. Clare Celeste, for her collages of flowers and animals in Penedes wine bottle labels. Edith Rewa, for her botanical line drawings with pops of colour. Marini Ferlazzo, for the way he illustrates native animals with colourful flowers over their bodies.

To create my brand name, I researched Aussie slang. I was keen to incorporate elements of irony and colloquial sayings to connect with the people in the iconic rural

landscapes. I also wanted to find a name that had a double meaning as a way of reinforcing how things can change and more than one interpretation can be true. This connects with the idea of my brand being able to inspire social change. My first idea was the name "Benda" which refers to the bend in the river, but also is slang for a big night out on the booze. However, I rejected this idea because the focus was too much on alcohol and not enough on change. In the end I chose "Z-Imposter". Z is for Generation Z, my target audience. Imposter represents the feeling of being an outsider. Each label includes a name that is a colloquial saying that draws inspiration from the landscape, flora or fauna featured in the design.

Z-Imposter is a collection of six sophisticated non-alcoholic gin beverages. Each label incorporates an interesting combination of native botanicals, locally grown fruit, elements of the natural environment and an introduced animal species. This juxtaposition of local, natural and home-grown elements with an introduced fauna species is a way of highlighting how the imposter can become part of the local landscape. In the same way, young people who choose not to drink can become part of the normal social landscape.

The colour palette was drawn from the Riverland environment. The muted grey tones of clay flood plain, bright blue summer skies, the warm red tones of river cliffs and subtle green of river red gum leaves. Drawing inspiration from a Botanist's sketch book, each label includes a two-tone line sketch of featured flora species, combined with a coloured in image of the introduced fauna. On closer inspection, the astute observer will notice the images of the animals are constructed from native flora. For example, the goat's coat is comprised of salt bush leaves. The rabbit's body is pig face flowers.

The idea of incorporating an invasive species and native flora remained consistent throughout the design process. What changed was my idea about how to present the label. I was originally intending to create a three-part label, with front design, back design, and an image on the inside of the back label that was visible from the front of the bottle. In the end, this was too complex, and I opted for a single label that will wrap around two thirds of the bottle.

Overall, I think I have successfully created a brand that positively showcases the region and communicates my message that young adults can choose not to drink alcohol and still have a great time. I think I have done a good job of creating a cohesive range with both common and unique features across the six labels. I like the simple colour palette, elegant aesthetic and the cheekiness of the animal characters that are infused with the flavours of the drink. With more time, I would re-draw the main flavour graphic and incorporate a bit more colour into the main design. I would also source a different font, which is slightly bolder but still elegant. I could also create a more interesting 'Z-Imposter' logo to elevate this element of the design for brand recognition. Finally, for simplicity, I opted to include a QR code to take people to a website where they can learn more about the story behind the label. It may be better to include this information on the bottle.