

1/8 **OLD NORSE**

The mystic ice world of old viking sagas was the first thing that came to mind.



Solution

I wanted to create a visual with a strong impact relying on drawings and imagery reminiscent of old viking patterns and art which i thought would be fitting for a premium vodka.

2/8

OLD NORSE

The mystic ice world of old viking sagas was the first thing that came to mind.

What is the mystical story behind your design?

The idea came from Jormungand , also called the “Midgard Serpent,”who is a snake or dragon who lives in the ocean that surrounds Midgard, the visible world. So enormous is he that his body forms a circle around the entirety of Midgard. He’s one of the three children of Loki and the giantess Angrboða, along with Hel and Fenrir.

Mystic Ice World

WODKA
GORBATSCHOW

3/8

OLD NORSE

The mystic ice world of old viking sagas was the first thing that came to mind.

Can you tell us details about the printing specifications of your design?

It can be printed in any way you want.

Mystic Ice World

WODKA
GORBATSCHOW

4/8

OLD NORSE

The mystic ice world of old viking sagas was the first thing that came to mind.

The printing directly on the bottle: number of screen printing stations needed?

0

Status: 15.06.2018

5/8

OLD NORSE

The mystic ice world of old viking sagas was the first thing that came to mind.

The printing of the two labels: Number of channels in offset printing, screen printing, flexo printing (special finish) and hot foil embossed printing?

3 channels. It can be printed on silver or white foil.

Mystic Ice World

WODKA
GORBATSCHOW

6/8

OLD NORSE

The mystic ice world of old viking sagas was the first thing that came to mind.

The lid: number of colors needed?

2

Mystic Ice World

WODKA
GORBATSCHOW

7/8

OLD NORSE

The mystic ice world of old viking sagas was the first thing that came to mind.

Did you use images, graphics, fonts etc – not originally created by you? Did you get very closely inspired from a source? That's fine as long as you share that source-links.

Original drawings + Dominican font.

Mystic Ice World

8/8

OLD NORSE

The mystic ice world of old viking sagas was the first thing that came to mind.

Creative's profile



Cătălin Olteanu PRO

Graphic Designer

Bucharest, Romania

Creative's top 5 skills

Graphic Design, Illustration