

# The Official Stellenbosch Academy Blog



## Sugarbird Gin Brief

Our graphic design second year students were recently tasked to work on a real world client brief by [Sugarbird Fynbos Gin](#). The ask was to design gift packaging and point of sale for retail. Rob Heyns, the co-founder and CEO of the brand shared his immense knowledge and expertise in the beer and craft gin industries with students, which set the tone for the work. With inspiration provided from the natural fynbos that is infused in Sugarbird gin, our students were able to come up with a wide range of incredibly creative solutions. These were all seen by Rob, who gave feedback to the students and chose a winning route.

The great news is: A number of these elements will be used in the final design, which will be hitting stores soon! If you see Sugarbird Gin in the bottle store this festive season, you'll see the beautiful work created by our students. Don't forget to buy a bottle!



This entry was posted in Academy Work, Design, Illustration and tagged Alcohol, Design, Illustration, Liquor, Stellenbosch Academy, Sugarbird Gin on October 11, 2018

[<https://stellenboschacademy.wordpress.com/2018/10/11/sugarbird-gin-brief/>].

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