

Press Release



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RESULTS OF CERATONIA LABEL DESIGN COMPETITION ANNOUNCED

Brand label design by 707designers captures successfully the spirit of UCY's carob-made alcoholic beverage

The University of Cyprus (UCY) announces the results of the CERATONIA Label Design Competition, which ran up to January 9th, 2017, inviting graphic designers to develop labels for UCY's carob-made spirit drink - similar to Zivania - CERATONIA. The University's drink is scheduled to be produced at UCY's Carob Plantation, in the context of the "Black Gold" Project developed by UCY, in collaboration with the Agricultural Research Institute, the General Chemical State Laboratory and SODAP (KAMANTERENA Cyprus Winery). After a lengthy and difficult evaluation process of a large number of entries, the inspiring proposal selected was designed by "707designers" team comprising of Mr. Constantinos Tzeiranides and Dimitres Polites.

Labels are a vital component of product branding serving to identify ownership, to show origins, to describe contents and ultimately to persuade buyers. Judging criteria included originality of concept and effectiveness as a piece of communication, asking for label designs that depict "the versatile identity of Cypriot Zivania", as well as providing information about UCY and its Carob Plantation.

UCY congratulates all participants for developing unique label designs for UCY's new product, CERATONIA and the winners on their success.

End of announcement

