

MAGGIE GLEESON

PORTFOLIO PROCESS BOOK

MGG

PROJECT BREIF

For this project a visual system will be designed for a substantive imagined brand. The goal is to create a successful system-wide solution through research, analyzation, ideation, and development of deliverables. The design should speak to a targeted audience and should have a strong concept. These deliverables can include logo system, posters, booklets, social media posts, website, packaging, etc. The purpose of project 1 is to explore the key principles of a visual system and design strategies.

DESIGN CONCEPT

For project, I will be creating a visual system for my brand, Route & Vine. Route & Vine is a wine company that offers a wine started kit to drinkers looking to explore the world of wine. They would partner with vineyards around the world to bring the consumer a global palette of flavors. Not only will the consumer learn about wine but they will also explore the culture of wine making and significance from around the world.

Wine is the oldest form of alcohol in history but today it is often overlooked by young drinkers. This is because the younger crowd is uneducated and perhaps timid when it comes to trying wine.

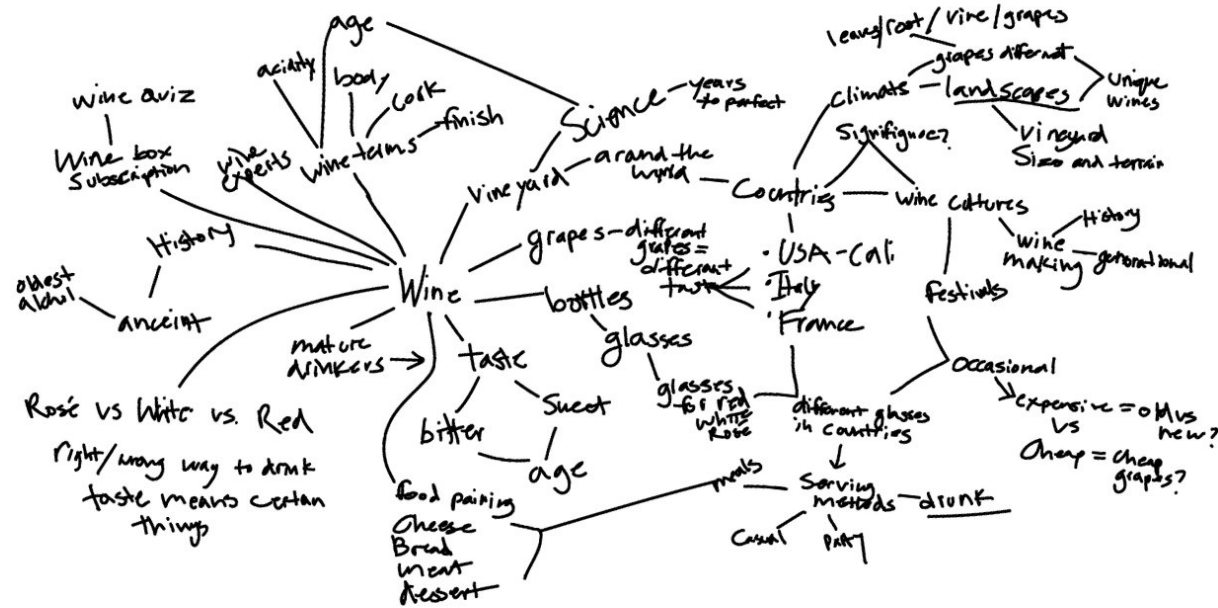
Route & Vine is wine subscription service that is catered to young adults, looking to explore the wine world. The service would send customers a bottle of wine every month to try, and customers can rate the bottle on the Route & Vine website or app. This helps the system find out what kind of wine the customer favors..

The goal of this project is to create a visual system that promotes wine tasting and educates a younger audience on the wine making process and traditions globally. Visually, the objective is to create a cohesive brand identity that is timeless, textured, and fresh compared to other wine subscription brands.



ROUTE
& VINE

BRAINSTORMING



Questions:
 How is this different than other wine companies?
 Is it a subscription or one time purchase?
 Does the brand make the wine or get it from other companies?
 Does the wine come in one box or once a month?
 How will the labels describe the culture and country?
 How will the audience be satisfied?
 What does the consumer care about?
 How expensive will the kit be? How will the labels and design reflect that?

Answers:
 Route & vine is different from other companies because it gives wine a cultural significance.
 It would be a one time purchase tasting kit.
 The brand makes the wine with partners in other countries.
 The wine comes in one box allowing the consumer to decide what and when.
 The labels will depict the country in landscape form.
 The audience's experience will be satisfied with the option to taste each bottle with company as well as learn about the wine and culture.
 The consumer cares about tasting new wine from around the world and finding what kind of wine they like.
 The kit will be medium to high in price point. However it is a one time purchase to the consumer does not have to subscribe. The quality of wine will be high.
 The labels will reflect the expensive price by using appropriate type and

- | | |
|-----------------------|------------------|
| Word list: | History |
| Climate | rich/weak |
| Finish | Acquired palette |
| Taste/smell | mature |
| mouth/nose | terms |
| Green vs red grape | expensive |
| Landscape | Names |
| Bugs and birds | labels |
| Harvest | cork vs twist |
| weather | Recycle |
| Glasses/bottles | time |
| age/time | country |
| fermentation | juice |
| Occasional vs routine | garden |
| Sober vs drunk | Food paring |
| Social | Fruit/ cheese |
| Community | Culture |
| Science | religion |
| | festivals |

CONCEPTUALIZATION

Concepts One

Birds of the World- every bottle or every month, would have a different bird label that coordinates from where in the world the bottle is from. This gives the brand a global influence. The consumer would want to try each wine and flavor but also wants to collect the bottles. As a brand the birds would make great patterns and the logo could have a sleek reference to the birds.



The birds would represent the wine as well as teach the consumer about wine and the country it is from. The design would be modern and fun to stand out from competition as well as intrigue the consumer to try the bottle.

Concepts Two

Words of Wine- This concept would showcase the words of wine and terminology. Every bottle would be type heavy with words that describe the bottle of wine, as well as wine history and information. This would allow the brand to be very informative and purposeful in terms of language and terminology. As new wine drinkers, consumers may be uneducated about wine terminology. The brand as a whole would express the modern wine language while communicating and teaching with the consumer.



Concepts Three

Natures Flavor- This concept is all about combining the elements of nature and the wine itself. Every bottle would depict a nature scene that relates to the month and flavor of wine. This would also help the consumer remember and relate the taste to something they know and understand. Scenes could depict snowing, rain, spring, beach, mountains... overall branding would be nature inspired, yet simple. For instance a sweet Rosé, would be depicted by a spring scene or flower. This would also create a visual system of graphics but would be consistent in style.



VISION BOARD

CONCEPT

Wine is the oldest forms of alcohol in history, but today it is often overlooked by young drinkers. This is because the younger crowd is uneducated and perhaps timid when it comes to trying wine.

Route & Vine is a wine starter kit for young adults or uneducated drinkers, to learn and taste all types of wine around the world. Each bottle would showcase the country it is from while teaching the consumer about the county and how wine is made there. This not only teaches the consumer about wine but also about culture and tradition.

AUDIENCE

Primary: Route & Vine is catered to young adults looking to mature their wine pallet as well as to learn about wine in general.

Secondary: Route & Vine is also a great option for drinkers of all ages who are unfamiliar with wine.

GOALS

The goal of this project is to create a visual system that promotes wine tasting and educates a younger audience on the wine making process and traditions globally. Visually, the objective is to create a cohesive brand identity that is timeless, textured, and fresh compared to other wine subscription brands.

DELIBERABLES

- 1. Wine Bottle Package design, plus shipping box. 2. Website 3. Instagram/ social 4. Emails/ adds

WORD LIST

- Global
Culture
Expressive
Playful

MOODBOARD



COLORS



TYPEFACE

Fenwick Light
ABCDEFGHIJKLMN
NOPQRSTUVWXYZ
YZ

Montserrat Thin Italic
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Mundial Hair
ABCDEFGHIJKLMNO
PQRSTUVWXYZ

COLOR & TYPE STUDIES

Montserrat Thin Italic
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
Nunito Sans ExtraLight

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
Fira Sans Italic

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

Aptly Light
ABCDEFGHIJKLMNOPQRSTU
VWXYZ

Fenwick Light
ABCDEFGHIJKLMN
NOPQRSTUVWXYZ
YZ
HEADER

Mundial Hair
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
Title
Body copy. In this paragraph would be the body copy and information on the brand and objects.

Mundial Thin
ABCDEFGHIJKLMNO
PQRSTUVWXYZ

Color palette grid with 18 color swatches and their hex codes: #EC3F2F, #37469C, #A4C9D4, #FAA78C, #D6C93C, #559953, #BF2113, #1857A8, #A4D4C8, #F7AD7A, #CED63C, #3A7B38, #BC3C7D, #5149AB, #488F8B, #BD4E34, #DCFF91, #78C175.

BRAND RESEARCH

USA

California is famous for producing the country's best wine.



Zinfandel

Taste: Aromas of Blackberry, strawberry, peach preserves, cinnamon, sweet tobacco

Body: medium-full body

Tannin: Medium-high

Acidity: medium-low

Age: 5-10 years

Italy

Italy produces the most wine in the world.



Chianti Red

Taste: Aromas of Cherry, Plum, Tomato Leaf, Leather.

Clay Pot

Body: medium-full body

Tannin: High

Acidity: medium-high

Age: 5-10 years

France

Most wines have French names because the French love their wine



Bordeaux Red

Taste: Black Currant, Plum, Graphite, Cedar, Violet

Body: full body

Tannin: High

Acidity: high

Age: 10+ years

Armenia

Armenia is where wine production was invented.



Areni Noir red

Taste: Aromas of red and black fruits, with hints of cassis, cherry, raspberry, mulberry and blackberry, leading to a slightly bitter, but very pleasant, finish.

Body: Medium

Tannin: Medium

Acidity: Medium to high

Age: Drink within a couple of years of release.

Switzerland

Underrated wine country with a French and Italian mixed climate.



Chasselas White

Taste: Red apple, Apple blossom, Melon, mint, smoke

Body: light

Tannin: low

Acidity: Medium to high

Age: 3-5 years

Greece

the Greeks have their own god dedicated to it to wine.



Vinsanto

Taste: Aromas of hazelnut, caramel, honey, tropical fruit, perfume and dried apricot

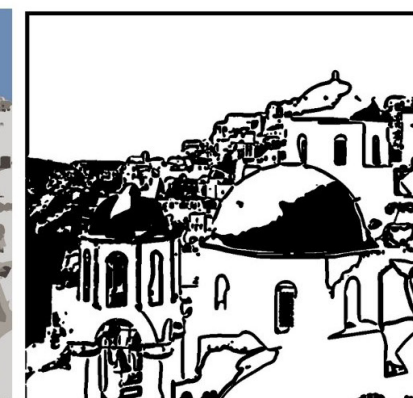
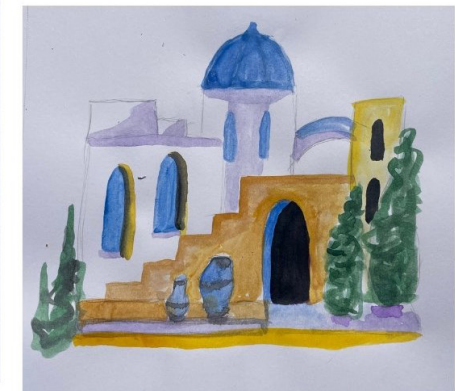
Body: full

Tannin: Medium

Acidity: high

Age: Drink within a couple of years of release.

DESIGN STYLE EXPLORATION



DETAILS

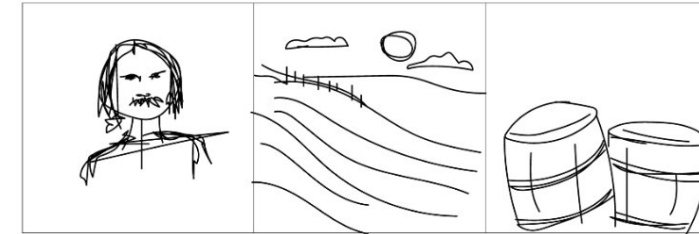
A Design style study was done to explore different art media for the brand visuals. Hand drawings were tested against digital illustrations to finalize a illustration direction.

DESIGN PROCESS



DESIGN PROCESS

Meet our partners



Meet our partners post would show the viewers the personal side of Route & Vine. It would show the owner and pictures of the vineyard, where the wine came from, and show the landscape of the place.

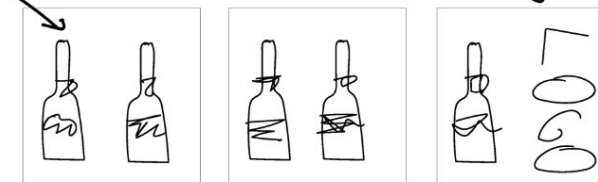
Wine + food



Wine and food post would show the food options to go with the wine. A cheese plate, fruit and a whole table of food. This would make the viewer feel hungry and potentially buy the wine.

each bottle

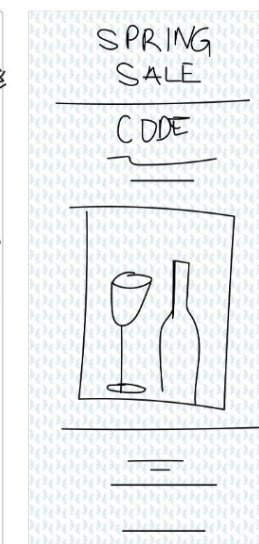
pay off



Line up- The line up post would showcase the labels and bottle. The last post would have the logo or a discount code as a payoff.



Labels- This post would show case the wine labels and the countries they are from. Vineyard photos would be behind the bottles.



EMAIL AD: SPRING SALES
OBJECTIVE: Showcase the wine and offer a deal
Audience: Someone who has heard about Route & Vine and signed up for the email list.
Design goal: Simple, brand identity presence.

LOGO SKETCHES



BRAND KIT



Fenwick Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

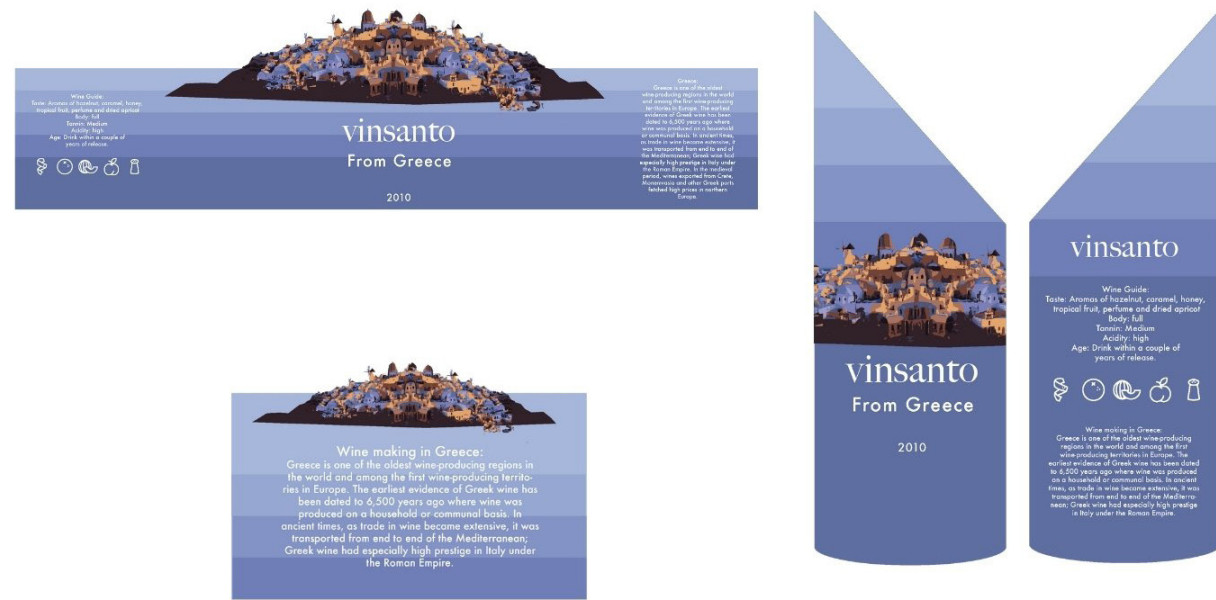
Montserrat Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 OPQRSTUVWXYZ

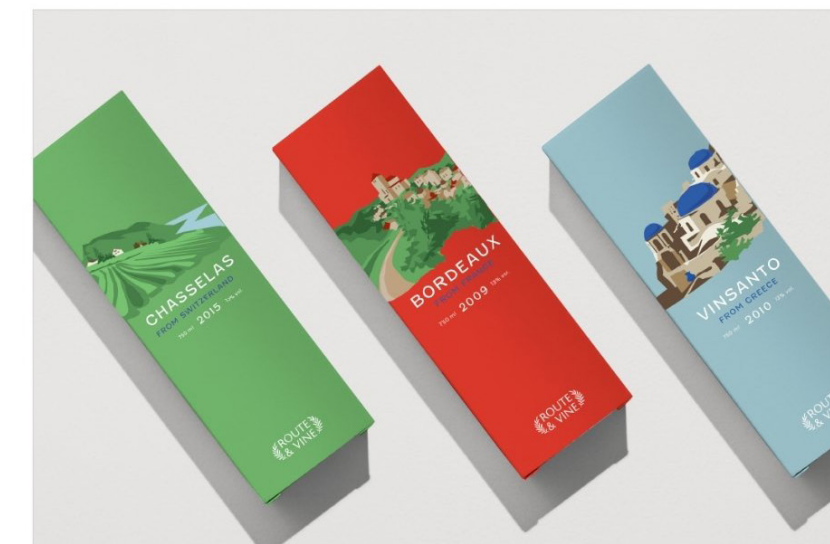
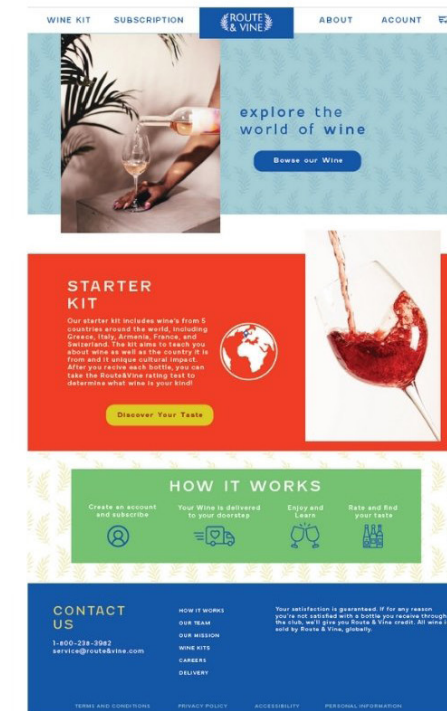
DETAILS

A Brand kit was finalized which includes logo, logo variations, typefaces, colors, and patterns

DESIGN PROCESS



DESIGN PROCESS



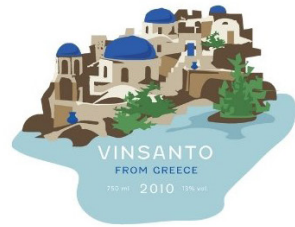
DETAILS

Many types of labels were considered for the wine bottle labels such as die cut, wrap around, or single sticker designs.

DESIGN PROCESS



Logo band around neck of bottle



DETAILS

Wine labels were created as single stickers. A matching card was created for each wine with additional information.

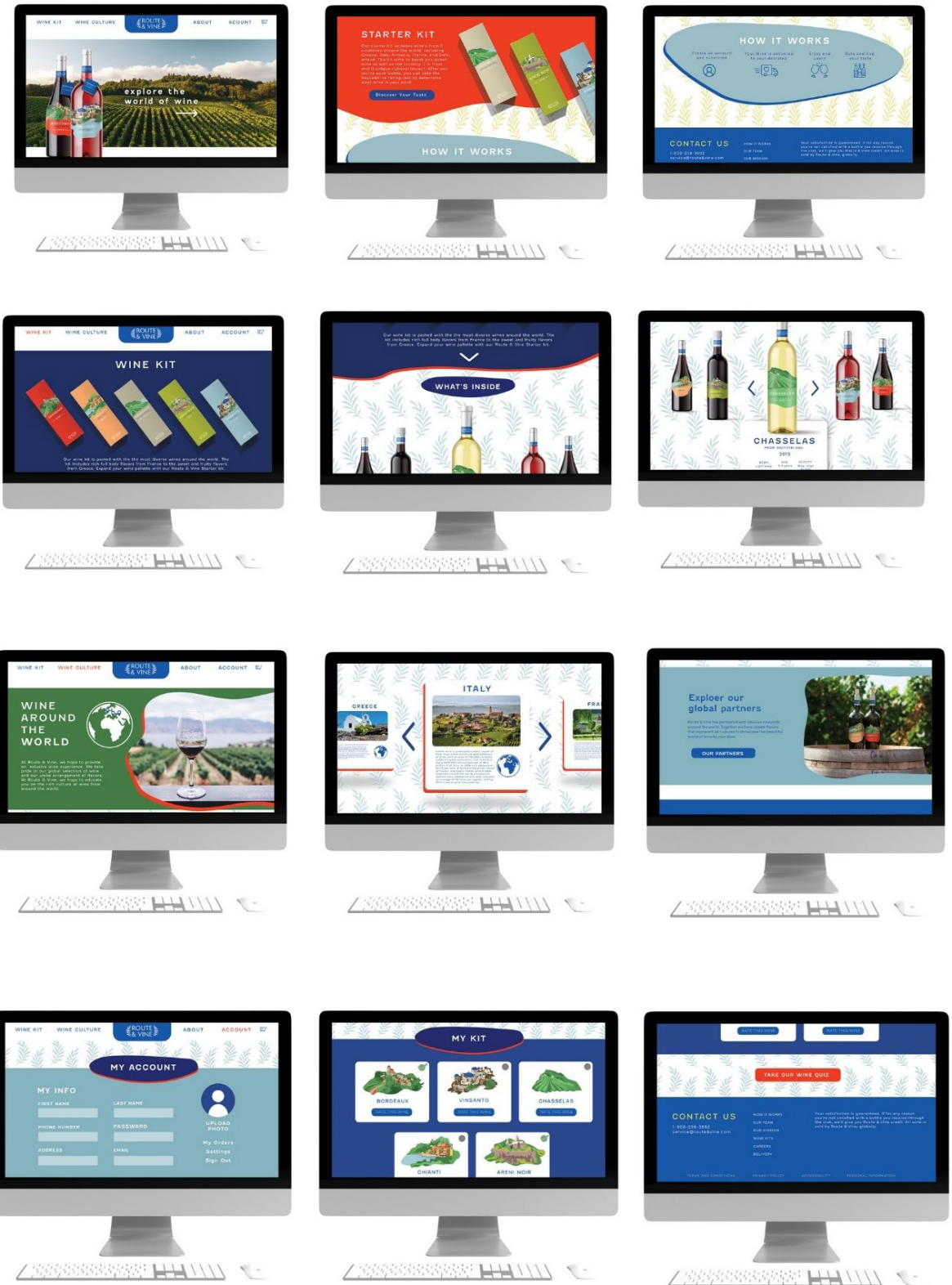
WEB DESIGN



WEB DESIGN EDITS

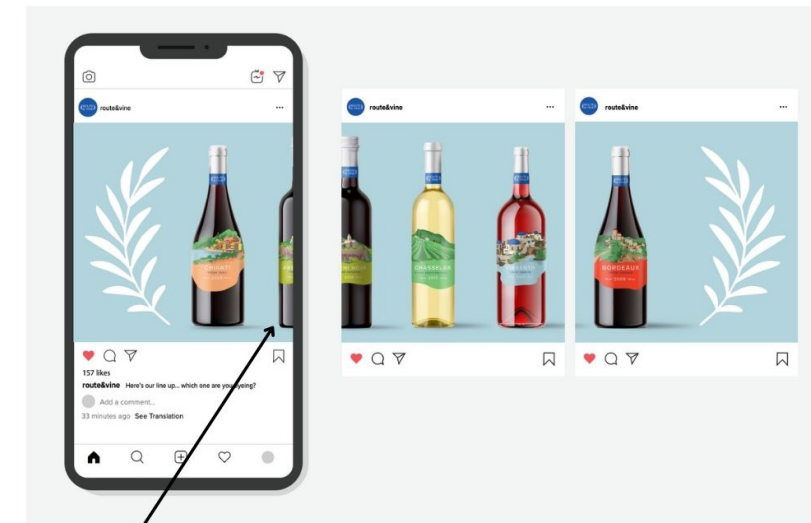
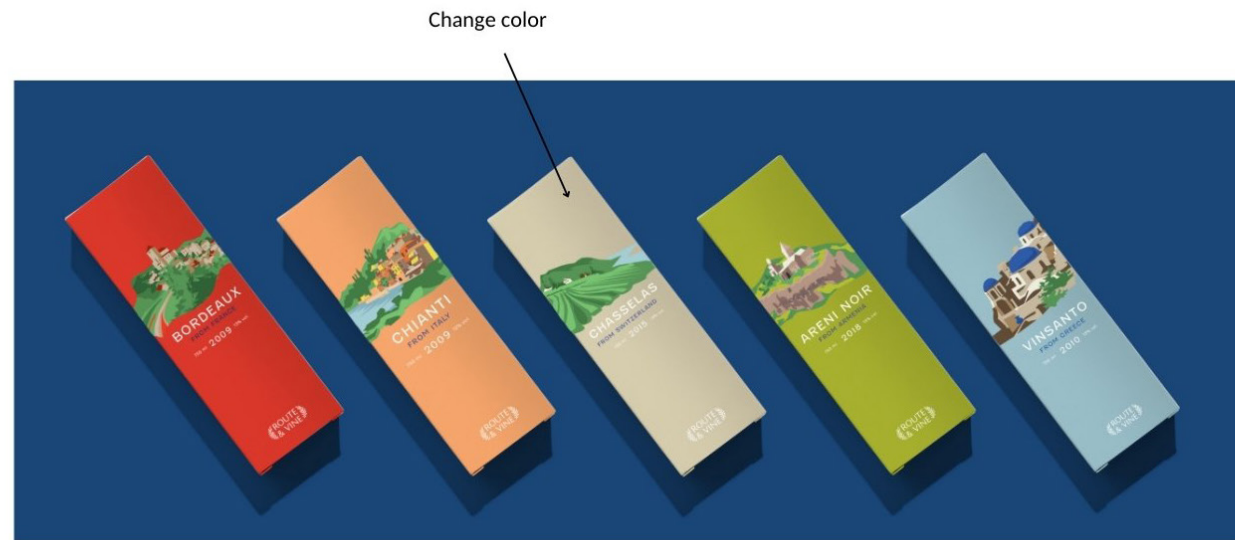


WEB MOCK UPS



DESIGN PROCESS

SOCIAL MEDIA



About the Wine
 Vin Santo (or Vino Santo) is a viscous, typically sweet dessert wine made in Italy, predominantly in the regions of Tuscany and Umbria. For its intense flavors of hazelnut and caramel, when paired with biscotti, Vin Santo becomes "Cantucci e Vin Santo" which is arguably Italy's most famous wedding tradition. What makes Vin Santo truly special is the natural winemaking process which gives it a unique taste.

Body: Full body
Age: 3-5 years
Acidity: High Acidity

Flavors: Apples, Oranges

Left align

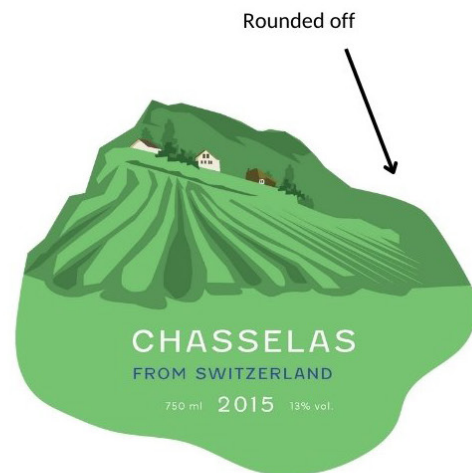


About the Wine
 A Chianti wine is any wine produced in the Chianti region of central Tuscany. It was historically associated with a squat bottle enclosed in a straw basket, called a fiasco. However, the fiasco is only used by a few makers of the wine as most Chianti is now bottled in more standard shaped wine bottles.

Body: Med-full body
Age: 5-10 years
Acidity: Medium Acidity

Flavors: Apples, Oranges

Contrast



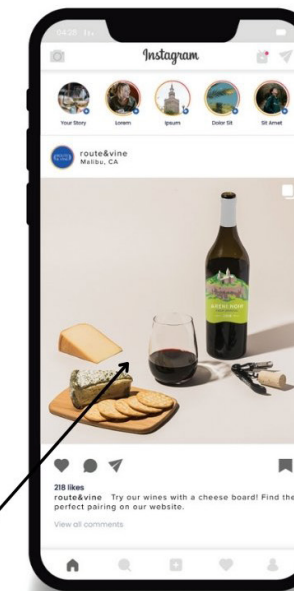
Rags

About the Wine
 Areni Noir is one of Armenia's most cherished varieties. Also called Sev Areni wine in Armenia, this native variety grows throughout all of Armenia's wine regions. However, Areni Noir is most prevalent in the Yagor Dzor region in southeastern Armenia. The village of Areni, where the historic Areni-1 cave complex is located, sits within the Yagor Dzor region. Certain Areni Noir vines in this region are older than 110-years-old.

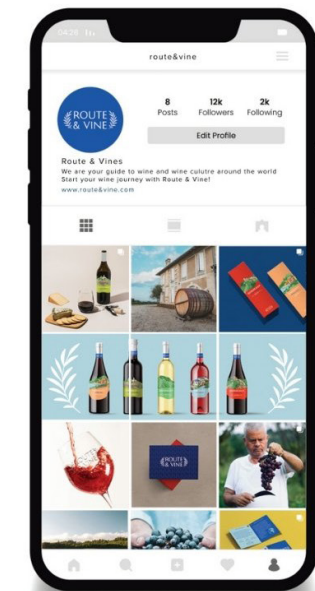
Body: Medium body
Age: 5-10 years
Acidity: Med-high Acidity

Flavors: Apples, Oranges

Not engaging



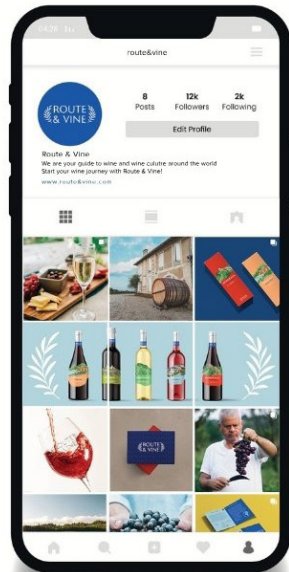
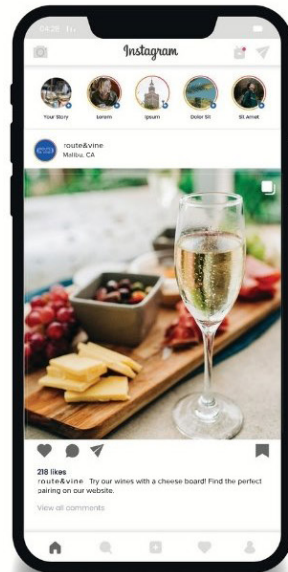
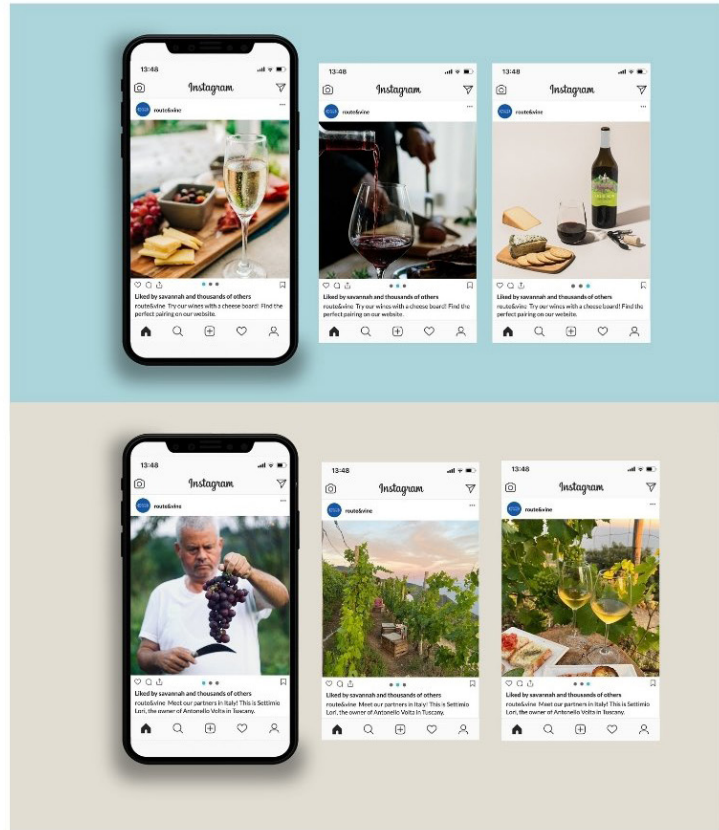
dont get attached to the labels



DETAILS

Social media posts were refined to be more engaging and intentional. New posts focused on community and real people.

SOCIAL MEDIA



PACKAGING



DESIGN PROCESS

DESIGN PROCESS

VINSANTO FROM GREECE
750 ml 2010 13% vol.

CHASSELAS FROM SWITZERLAND
750 ml 2015 13% vol.

BORDEAUX FROM FRANCE
750 ml 2009 13% vol.

CHIANTI FROM ITALY
750 ml 2009

ARENI NOIR FROM ARMENIA
750 ml 2018 13% vol.

About the Wine
Vinsanto is one of the most well-known and oldest wine varieties in the world. It is a sweet wine made from dried grapes. The wine is made from the grapes of the Vinsanto vine, which is a cross between the Vinsanto and the Muscat vines. The wine is made from the grapes of the Vinsanto vine, which is a cross between the Vinsanto and the Muscat vines. The wine is made from the grapes of the Vinsanto vine, which is a cross between the Vinsanto and the Muscat vines.

About the Country
Greece is one of the oldest wine-producing regions in the world and has a long history of wine-making. The wine is made from the grapes of the Vinsanto vine, which is a cross between the Vinsanto and the Muscat vines. The wine is made from the grapes of the Vinsanto vine, which is a cross between the Vinsanto and the Muscat vines.

About the Wine
Chasselas is a white wine variety from Switzerland. It is a light wine with a high acidity and a long finish. The wine is made from the grapes of the Chasselas vine, which is a cross between the Chasselas and the Pinot vines. The wine is made from the grapes of the Chasselas vine, which is a cross between the Chasselas and the Pinot vines.

About the Country
Switzerland is a country known for its high-quality wine production. The wine is made from the grapes of the Chasselas vine, which is a cross between the Chasselas and the Pinot vines. The wine is made from the grapes of the Chasselas vine, which is a cross between the Chasselas and the Pinot vines.

About the Wine
Bordeaux is a red wine variety from France. It is a full-bodied wine with a high acidity and a long finish. The wine is made from the grapes of the Bordeaux vine, which is a cross between the Bordeaux and the Pinot vines. The wine is made from the grapes of the Bordeaux vine, which is a cross between the Bordeaux and the Pinot vines.

About the Country
France is a country known for its high-quality wine production. The wine is made from the grapes of the Bordeaux vine, which is a cross between the Bordeaux and the Pinot vines. The wine is made from the grapes of the Bordeaux vine, which is a cross between the Bordeaux and the Pinot vines.

About the Wine
Chianti is a red wine variety from Italy. It is a full-bodied wine with a high acidity and a long finish. The wine is made from the grapes of the Chianti vine, which is a cross between the Chianti and the Pinot vines. The wine is made from the grapes of the Chianti vine, which is a cross between the Chianti and the Pinot vines.

About the Country
Italy is a country known for its high-quality wine production. The wine is made from the grapes of the Chianti vine, which is a cross between the Chianti and the Pinot vines. The wine is made from the grapes of the Chianti vine, which is a cross between the Chianti and the Pinot vines.

About the Wine
Areni Noir is a red wine variety from Armenia. It is a full-bodied wine with a high acidity and a long finish. The wine is made from the grapes of the Areni Noir vine, which is a cross between the Areni Noir and the Pinot vines. The wine is made from the grapes of the Areni Noir vine, which is a cross between the Areni Noir and the Pinot vines.

About the Country
Armenia is a country known for its high-quality wine production. The wine is made from the grapes of the Areni Noir vine, which is a cross between the Areni Noir and the Pinot vines. The wine is made from the grapes of the Areni Noir vine, which is a cross between the Areni Noir and the Pinot vines.



MG