

Ed Penniman Design

CORPORATE & BRAND IDENTITY • MARKETING COMMUNICATION • PACKAGING DESIGN

Client: Zayante Vineyards

Greg and Kathleen Starkey-Nolten have mature vineyards on eighteen acres of their estate located in the Santa Cruz Mountains Appellation, one of the most unique and natural viticulture microclimates in the world. Estate wines are grown on the Southern facing slope between eleven hundred and thirteen hundred feet. The original vineyard called Zayante Vineyard was planted in 1875 on a land grant signed by Ulysses S. Grant. The Nolten family purchased the ranch in 1984 to re-establish the vineyards planting Chardonnay, Zinfandel, Syrah, Merlot, Grenache, Petite Sirah, Cabernet Sauvignon and Barbera. All wine made is designated "Estate" as all grapes are crushed, aged and bottled on site. Their wines are distributed nationally and are for sale on line at their website.

A favorite of wine-lovers, a common thing one hears is, "Zayante is the only wine we go out of our way for, and have for years. Their Cabernet is absolutely perfect and is the wine we bring out when we host dinner parties or other gatherings." or "The vines are so lush and hearty, you can tell there is so much love in them!" All wine is made with great attention to detail and handcrafted quality. The rare combination of fine quality grapes and owner/wine-maker "hands on" skills consistently produce fine wines. The Nolten family and Zayante Vineyards mission is to grow the finest wine grapes in the Santa Cruz mountains and to produce the finest wines in California.

Zayante Vineyard uses traditional winemaking techniques. Extended barrel aging with no fining and a minimum filtration yields wines of exceptional color, flavor, balance and character.

Client testimonial

"Working on this project was a pleasure with no problems. The budget was respected and I never felt that we were charged for minutia. The fact that we were able to trade some wine made the process easier. I would recommend Ed Penniman Design to any small to medium winery that is in need of an updated and strengthened brand identity, packaging for an existing offering for a new product. Ed is fun to work with".

kathleen@zayantevineyards.com

SCOPE OF WORK

The owner's decision to change labeling to a self-adhesive and smaller sized label set off the process to revitalize the brand identity and packaging for this popular winery. After collecting all graphic materials, including wine labels, that represent the winery, an assessment and decision was made to update and strengthen the packaging. Research was completed which included examples of the branding and packaging of many premier California wineries. Of these, a number of label approaches were noted for their distinctive use of their brand identity, the vignette, typography and other visual elements. It was decided that the brand identity for Zayante was elegant but not visually strong enough looking and that it should be bolder. The simple addition of a rule around the script lettering served to strengthen that graphic element. Variation of engraved style illustrations were studied with the attempt to recreate a classic style engraved illustration. Photos were taken, and then brought into PhotoShop to strengthen the composition by removing certain detail and enhance others. Two photos were merged into one as reference for the final vignette drawing and illustration. The engraved illustration style was done by hand on an old style illustrators table, T-square, crow quill pen and sharp knife point on a heavy gloss-coated illustration board. A drawing in ink with scratching ink away was completed until an honest and classic engraving-style illustration was achieved. Many rough wine label idea rough sketches were done with this important concept in mind; it was imperative to maintain the basic look of the label for consumer recognition in the market place, yet at the same time to refresh and strengthen the individual elements. Close attention was used to select a typographic font that would be classic and easy to read as well as be used for all marketing and advertising materials. Ink colors were studied, tested and selected for the red, white and rose wine varieties. Upon completion of the final face label design, the back label copy was developed from previous label text to tell the wineries story, a very important ingredient at point of sale. A back label was designed to be easy to read as well as tell the brief premium story of the winery.

Jayante

VINEYARD

Brand Identity: Logotype



Hand Engraved Style Illustration



Gold: 13-18-100-17



Dark Red: PMS-208



Dark Green: 70-40-80-29



Gray Warm: 05-05--05-55



Typographic flowers for color band.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Font: Californian FB/ Roman





Zayante
VINEYARD

Finished Signature



Finished sample label.



Label variation for blended offerings.



The press proof color and quality check.



Several finished wine labels.



Detail of label for Dry Rosé of Syrah.