

Ed Penniman Assoc., Design

CORPORATE & BRAND IDENTITY • MARKETING COMMUNICATION • PACKAGING DESIGN

Paisley Vineyard & Winery

Marty and Michelé Paisley, client, own ninety two acres on Smith Grade Road in Bonny Doon, California in the Santa Cruz Mountains Appellation at an elevation of 800 ft. and 2.5 miles from the coast. Paisley Estate Vineyard & Winery wine will not presently be sold at retail locations, but sold through the yet to be constructed tasting room at the vineyard and through their web site.

As vineyard growers their goal is to maintain a qualitative vineyard first and a fine bottle of wine will follow. Artisan wine to the Paisleys is passion, and they believe wine is a treasure to be enjoyed in good company. Each bottle is a celebration of the bounty of the harvest, the fruit of one's labors, of life itself.

The world's best quality "Pinot Noir" wines are reputed to result from a mixing of suitable clones, 777 and 828 clones are known as the top two qualitative clones and makeup Paisley wine along with 667, 115 and 114 clones, they also age their Pinot Noir on 50% 1st year French Oak Casks. The winery also grows and produces a premium Chardonnay.

SCOPE OF WORK

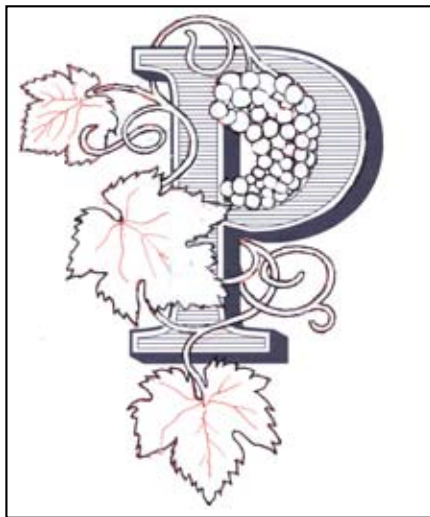
Working with verbal ideas from the client, we developed a dozen or more very rough concept pencil sketches. These ideas were refined to three possible directions: A yours, mine, and ours approach. A final direction was agreed upon, and refined in black and white. After the main identifying graphic element was developed, we embarked on designing custom script lettering for the Paisley winery name. The identifying graphic and the logo-type lettering were combined to form a company signature.

After researching the approach of many wineries, several directions were suggested that would be original, unique and fitting for a high quality wine offering. Rough concept labels were designed and mounted on wine bottles for client review. Again, the process of narrowing down ideas to those that were the most unique and appropriate was followed. Working in a collaborative style we made excellent progress, each bringing talents and insights to the process. A color swatch and typographic standards panel was developed and used for the wine labels and capsules. The branding effort will be rolled out as the vineyard and winery develops a web site, location site signs for identification and directions, advertising, product sales and promotional materials.

Paisley

ESTATE VINEYARD & WINERY

Brand Identity: Logotype



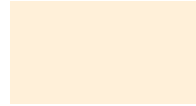
Symbol: Rough Sketch



Copper: Kurz 319



BlueViolet: PMS-7454



Tint: PMS-7506



Gray Warm: PMS-7546

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Font: Californian FB/ Roman



Watercolor Illustration Part of Symbol

Paisley
ESTATE VINEYARD & WINERY



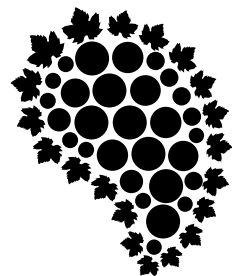
Finished Signature

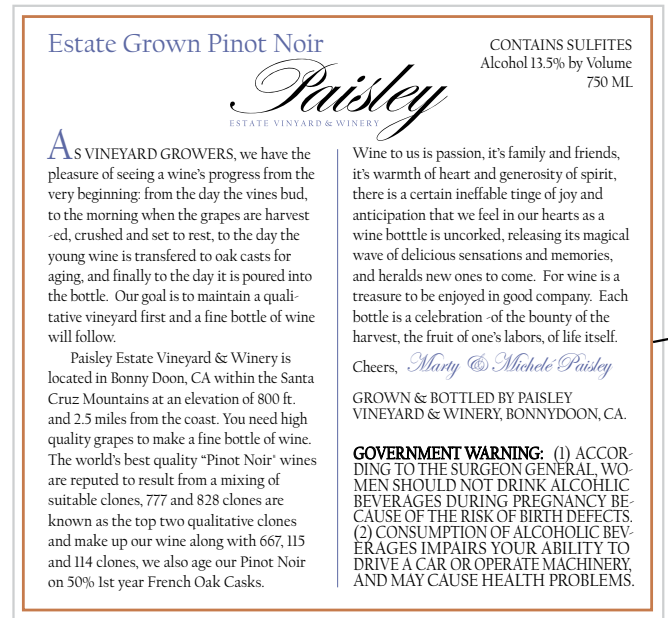
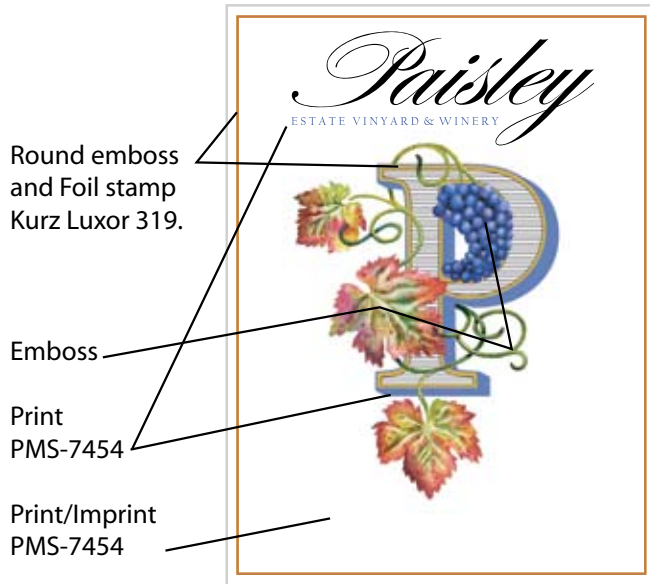


Art for capsule skirt



Art for capsule top





Foil Stamp: Gold border front and back as well as trim around the letter "P" on the front.
Emboss: Grape leaves, grapes and vines as well as "Paisley" script, front only.

Print Spec's.



Emboss Die Art.



The Press Check.



Various Design Directions.



Designer and client sign off at press.

Paisley Estate Winery & Vineyard :: Finished Package



Client: Bargetto Winery

Bargetto Winery is located in the Santa Cruz Mountains Appelation. Established in 1933 it has a rich history steeped in many trends of California wine styles. Through the years as wine consumption tastes have changed, the Bargetto family has adjusted wine offerings. Many of these inventive offerings have become regional and national favorites and are now standard branded items.

This popular winery has had success with their invention of fruit wines produced in the 1970's, the creation of a honey wine in the 1980's and a full line of estate premium wine offerings with roots dating back to the inception of the winery.

John Bargetto has planted and cultivated the first attempt of five Italian varietal grapes on the winery's estate Regan Vineyard. Varietals included Nebbiolo, Refusco, Dolcetto and more.

SCOPE OF WORK

We designed brand identity, package design and development for a number of branded offerings. Shown is a estate grown offering, a super-premium offering, and an estate bottled wine blended from four Italian grape varieties. Projects included market research and competitive product analysis, and design direction based upon some limited art direction from the winery.

The LaVita brand concept is "Wine through the ages". Each vintage is represented by a different artist, art style or medium from oils, fresco, mosaic and other. A portion of the annual sales is donated to a worthy non-profit organization. The LaVita wine label/package design has received awards, the most recent being a Gold Medal for wine label/ packaging design at the Orange County Fair.

Brand design :: Ultra-premium wine offering.



Brand design : : Estate Reserve Premium Wine Offering.



Brand design : : Mead and fruit wines offering.



Package design : : Italian Vinegar 90 Grain



Package design : : LaVita
Shipper : : LaVita



Ed Penniman, Principal

Biography

Graduated from California Institute of the Arts with a BFA in Advertising Design and completed post graduate courses at UCLA. Continuing educational courses at UC Santa Cruz in Marketing and Computer Graphics Certificate program.

I was an Art Director at Ogilvy-Mather Advertising, and a Graphic Designer for Robert Miles Runyan in Los Angeles. I am a graphic designer and a student of marketing, winning numerous awards for corporate identity, packaging design, collateral materials and trade advertising. Communication Arts Magazine published a feature article with examples of my design and artwork which has been published in the U.S., Europe and Japan. My focus has always been in corporate identity, brand building and marketing communications.

In 1984, when I was working at National Semiconductor Corporation World HQ as the Graphics Manager, I was stricken by Guillaine-Barré Syndrome and survived a near-death experience. I was paralyzed as a quadriplegic for a year and a half, and spent many years in a wheelchair, it helped me to learn much about myself.

Interests and Information

- Coordination of research, analysis, strategic branding and marketing communications initiatives.
- Plan, conceptualize, and direct advertising campaign strategy.
- Research and develop conceptual advertising copy with visual communication imperatives.
- Direct market research and e-branding and re-positioning and strategic planning.
- Update and strengthening of company identity, identity standards writing and design.
- Graphic Mural Art Design, Production and Coordination.
- Product brand identity, development of brand signature and packaging design for the marketplace.
- Production coordination and design of Identity Standards manuals.
- Graphic User Interface Website Design.
- Trade show exhibit design and fabrication coordination, event support materials and ad communications support design and production.
- Facilities Sign System Design: Information and Directional.
- Color Coordination for Building Exterior and Interior.
- Structural elements, arches, railings, benches, decorative windbreaks, fountains, planters, small buildings.
- Identification of Facilities with Sym-

bol and Logotype, color theme and associated graphic design materials.

- Interior graphic themes: walls, floors and sculptural, architectural decorative applications for corporate facilities.

Publications:

The marketing and advertising industry has a number of publications which have annual awards to individuals who have made a unique and effective contribution to the industry. This recognition is usually given for solving a common problem in an uncommon way. My work has been published by several national and international design magazines.

Recognition:

- Business Marketing Assn.,
2005 Beacon Awards, Identity and B2B Advertising
- Orange County Fair,
2005 Gold Medal
Best of Show, Wine Label
- Print Magazine, work shown
- Communication Arts Magazine,
feature article and awards

Contact

4173 Viga Court
Capitola, CA 95010
(831) 462-2333
ed@penniman.net
www.edpennimandesign.com

Partial Client List

Big Creek Lumber Company
J C Paper Company
Weyerhaeuser
Plantronics
Castle & Cook
National Semiconductor
Del Monte Properties
Santa Cruz Association of Realtors
Sherman & Boone
Wilson Brothers Real Estate
Bay Properties
Santa Cruz Title
City of Santa Cruz
County of Santa Cruz
Downtown Association of Santa Cruz
Santa Cruz Symphony
Cabrillo Music Festival
Dominican Hospital
Sant Cruz Medical Clinic
Pajaro Valley Bank
County Bank of Santa Cruz
Bay Federal Credit Union
Paisley Vineyard & Winery
Marion Winery
Noble Hill Winery
Sunland Garden Products
Veda Health
BetaPure
Wavecrest Development
Clearwater Solar Heating
Solar Connection
Bargetto Winery
Hunter Hill Winery
Hallcrest Vineyards / Organic Wine Works