

# Reflets

Brand Brief

December 22, 2016

## **The Project -**

to design a modern logo and a series of labels. With so much history and tradition in the French wine world, it will be a little unusual to have modern packaging (including screw caps) but we are committed to the vision and we would like to be artistic, even impressionistic.

## **Overview -**

'Reflects' is French for reflections. We want to draw our inspiration from the late 1800's and early 1900's when European artists, painters, writers and musicians all contributed to the impressionist movement. Often, in the title of these works, 'Reflets' was used (eg. Debussy, Monet).

In winemaking though, 'Reflets' can be thought of as a way to reflect the character of the 'Terroir' (in theory a combination of soil, vine, slope, exposure, weather) into the wine. So in essence, all of the goodness of the earth is reflected into the wine.

It is a simple but elegant concept and we hope to capture this in our packaging.

## **French wine for English speaking persons -**

it is quite hard for English people to understand French wine labels. Not only because the language is different but there is usually a lot of text on the label. We are hoping to minimize the text on the front panel and use 'varietal' front labeling instead of 'geographic names'. On the back panel we plan to list more of the technical and detailed information.

**The bottle** - the bottle type, color and size will vary. We will provide a specification sheet in another document.

**The label size** - this will vary depending on the wine. Again we will provide a suggested spec sheet.

**The closure** - all screw caps