

DESIGN BRIEF

Identity Project - Wine Accessories retail store and (future) wine bar

Please include design for:

Logo

Sign (to demonstrate overall style) (see next page for content)

Name:

GRAPE ENCOUNTERS EMPOURIUM

Grape Encounters Radio is our parent brand, and so “Grape Encounters” should serve as an “eyebrow” or secondary priority. Empourium can be either “Empourium” or somehow can feature the word “pour” like “emPOURium” (with “pour” being either a different color, or bolded, or larger, etc.)

Design Style:

- Please view collected samples at: <http://www.pinterest.com/anniegallagherx/empourium-design-direction/>
- We love the boldness of the Ace Hotel graphics. Most of those are B&W, however I think we need some color.

Color:

Suggested accent color: PMS 2425 or 235 (Red wine color)
BUT open to other colors or full bleed color backgrounds



Typography:

- See some samples on the Pinterest page.
- Letterpress /funky/retro/slightly distressed/bold rather than wimpy
- We are very willing to purchase fonts!
- See some options on pages 3-8, just in case, you don't have to use them. Red are favorites.

Graphics to consider incorporating:

- Grapes, wine glasses, wine bottles, wine pouring, corkscrews
- Line art / dingbats / distressed graphics OR photos
- Also, can adapt a treatment of image of woman being transported away by grape bunch balloons (see next page), open to outlining, B/W, anything

5x7 Sign Content

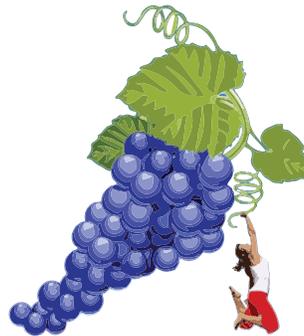
Grape Encounters
EmPOURium
(logo)

It's happened to all of us, a beautiful day, favorite shirt, and OOPS! a red wine stain. (Oh no!!)

Well, don't throw it away -
use amazing Wine Away!

Wine Away™ Red Wine Stain Emergency Kit	\$6.00
Wine Clean Up Wine Away™ - 2 oz.	\$8.00
Wine Clean Up Wine Away™ - 8 oz.	\$10.00

If desired, you can adapt a treatment of image of woman being transported away by grape bunch balloons (see next page), open to outlining, B/W, redrawing, anything. This is NOT mandatory.



*Grape Encounters
Empourium*

GRAPE ENCOUNTERS EMPOURIUM

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EMPOURIUM**

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**GRAPE ENCOUNTERS
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*Grape Encounters
Empourium* **DROP & SHADOW**

**UNTERS
EMPOURIUM**

**GRAPE ENCOUNTERS
EMPOURIUM**

**GRAPE ENCOUNTERS
EMPOURIUM**

Grape Encounters **ACCENT FONT**
Empourium

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