

DESIGN BRIEF

Identity/web Project - Wine Radio Show

Design for:

Brand/Logo

Re-design of Wordpress website that features podcasts

Name: **Grape Encounters Radio**

or could also be just **Grape Encounters**

We need new website and brand look for an unconventional, nationally-syndicated WINE RADIO show. Show is fun, hip, witty and covers all wine lifestyle topics. We need logo and redesign of our wordpress site that hosts all our audio podcasts, and the **site design needs to leverage and maximize these podcasts**. The site is grapeencounters.com, and it's a wordpress site.

Design Style:

- Contemporary, cool, sexy
- One design direction could be: the boldness of the Ace Hotel graphics. Most of those are B&W, however I think we need some color. Please view collected samples of design and typography that we like at: <http://www.pinterest.com/anniegallagherx/grape-encounters-design-direction/>

Typography:

- See some samples on the Pinterest page.
- Letterpress /funky/retro/slightly distressed/bold rather than wimpy

Graphics to consider incorporating:

- WINE: Grapes, wine glasses, wine bottles, wine pouring, corkscrews, grapevines, vineyards
- RADIO symbols: soundwaves, antenna, radio icon, Podcast symbols, microphone

Colors

Non-primary colors. Consider grape colors, vine colors, black or grey.

Web note

- Current site is: <http://grapeencountersradio.com/podcast/>
We hate that it looks so dated and cheesy.
 - Site design needs to leverage and maximize two sets of podcasts, and have room for photos and story on front page. See how current content is set-up.
- Although Grape Encounters (or Grape Encounters Radio) is the master brand, on the website we **need two sections for podcasts**: one for Grape Encounters, and one for the title Uncorked.

Grape Encounters Radio (logo)

(Podcast Section)
Grape Encounters

(Podcast Section)
Uncorked