

DESIGN BRIEF

Wine Radio Show logo

Name: GRAPE ENCOUNTERS RADIO
or could also be just Grape Encounters

We need new website look for an unconventional, nationally-syndicated WINE RADIO show. Show is fun, hip, witty and covers all wine lifestyle topics.

Design Style:

- Contemporary, cool, sexy, copntemporary retro
- One design direction could be: the boldness of the Ace Hotel graphics on our Pinterest page. 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
- **LIKING THIS ELEVETH FONT**

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

Black, white, purple, grey. OR consider grape colors, vine colors, wine colors. Non-primary colors.