



How To Style An Awesome Wine Business

2021

Welcome! The plan for today:

- What are your goals with your wine business? What are you offering, why and to whom?
- What is the message you are aiming to reflect?
- Which colors and visuals forward your message most efficiently?

Find clarity

- Find your own “golden” keywords that describe your project best!
- Get help from here: [Find Your Brand Clarity](#)



Visual psychology helps to...

- ✓ Reflect your message clearly
- ✓ Reflect the character of your brand
- ✓ Forward emotions
- ✓ Connect with the right customers
- ✓ Become more self-secure
- ✓ Become even more creative
- ✓ Look professional

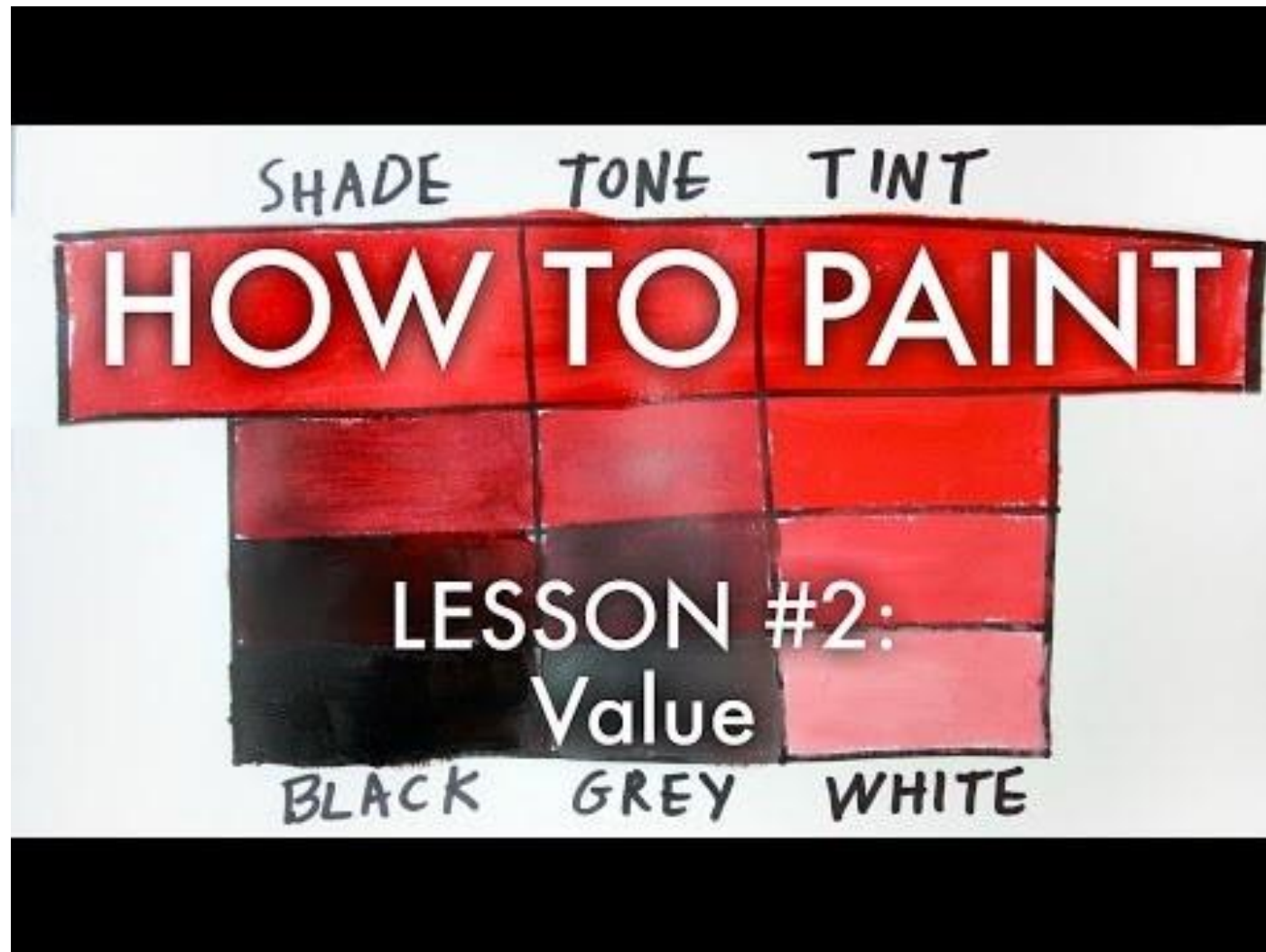


Color theory



- Learn to understand the theory of colors, it will take you less than 10 minutes, but changes completely the way you have seen different brands until now.
- By the end of this presentation, you should have a pretty good idea about what kind of colors you should be using for your business and branding.

<https://youtu.be/D0Wod-Nle2E>



Pure

Tinted

Toned

Shaded



4 personalities of colors in business



Group 1



The Perfect Palette



Your brand's main keywords:

Playful

Happy

Open

Welcoming

Inspiring

Eye-catching

Group 1 – youthful branding

The brand feeling:

Optimistic, lively, moving.

Positive, youthful, surprising, personal, welcoming, informal, enthusiastic, warm, soft, fun, cute, fresh, clean, clear, simple.

In wine business:

Group 1 colors and visuals are suitable for attracting a very wide target group, from young adults to older people, women and men. As a rule, the price level of the products is average (unless you have decided to match it with group 4 personality).

Color theory:

Tints with plenty of white in.

Warm tones.

Color palette:

The colors are clear, warm and light.

No dark colors.





KEYWORDS

friendly

light

bright

bubbly

clear

communicative

creative

jumpy

lively

open

fun

emotional

innovative

improvising

free-style

inspiring

enthusiastic

youthful

optimistic

positive

quick

simple

empathic

spontaneous

warm

inviting

catchy



Designs can be:

- Vibrant and sparkly
- Bright, asymmetric, “jumpy”
- Round
- Open and friendly
- Welcoming
- Youthful
- Illustrations are not very detailed, the shapes are rather round
- Bright color palette – tints
- Fonts are round, sometimes childish



Even though the design of the bottle and the label do not support each other, the label works anyway. Playful illustrations and lively colors, playful fonts – they all give that light feeling about the product.



The shape of the bottle – round, the color of the cap, and the colors on the label express lightness and playfulness. It is supported by the shapes on the label – they are somewhat dynamic and bubbly. The font is simple, sans serif – perfect for youthful, happy branding.



The illustration on the label and the color of the cap give us a playful, happy impression. This wine seems to be a perfect choice for younger people who'd like to enjoy each-others company, snacks, and nice music.



Photography:

- Happy and bubbly
- Usually clear and sharp
- Dynamic and have movement in them
- Props can be made of artificial materials and are colorful
- Photos are informal and inviting



- Spring wine ideas [here](#)

Group 1 = Spring



Group 2



Your brand's main keywords:

Calm

Understated

Quality

Fine

Feminine

Elegant

Group 2 – Elegant branding

The brand feeling:

Calm, feminine and elegant.

Punctual, effective, relaxed. Elegant, romantic, graceful, delicate, soft, mysterious, formal, prominent, natural, flowing.

In wine business:

The nature of the group 2 business and its products, and the visuals used to leave an impression of elegance and mildness. They speak very well to women especially.

Color theory:

Tones. A hint of gray in pure colors.

Color palette:

The colors in this palette are cool and pastel.

They have a high percentage of grey in it – and there are no primary colors here.

The keyword is muteness.



5 BRANDING TEMPLATES

for branding clarity



by Pretty Bloom Designs

KEYWORDS

detailed	gentle	romantic
balanced	subconscious	sensible
beautiful	logical	serious
creative	organized	soft
trustworthy	attentive	calming
effective	perfectionist	supporting
elegant	quality	timeless
gracious	calm	traditional
flowing	cool	understated
	responsible	

Group 2 = Summer

Summer wines [here](#)





Designs can be:

- Calm and elegant
- Graceful, delicate, soft
- Somewhat feminine
- Mysterious
- Formal, prominent, natural,
- Flowing
- Relaxed
- Fine lines, illustrations are very detailed and fine
- Soft color palette – tones
- Fonts are elegant, can use flowing calligraphy



Quite traditional design of a wine label – elegant, fine illustration, elegant fonts and gentle colors. The lines along the edges of the label support the “fine” vibe about the product.



Simple, elegant, minimalistic design. The fonts are gentle, the logo sophisticated. Gracious and fine vibe that expresses quality.



Feminine and elegant design – the fonts are elegant and letters have extra space between them, the flowing calligraphy and the wavy illustration support the shape of the bottle and vice versa.



Photography:

- Elegant and thought-through
- Can be somewhat hazy
- Often is used deep depth of focus
- Props should be of high quality and fine
- Photos are relaxed and calm
- Somewhat static, not much movement in them

Group 3



Your brand's main keywords:

Warm

Friendly

Ambitious

Family feeling

Authentic

Group 3 – Earthy branding

The brand feeling:

Earthy, Organic, Natural.

Ambitious, authentic, friendly, nostalgic, nature-focused, organic, energetic, passionate.

In wine business:

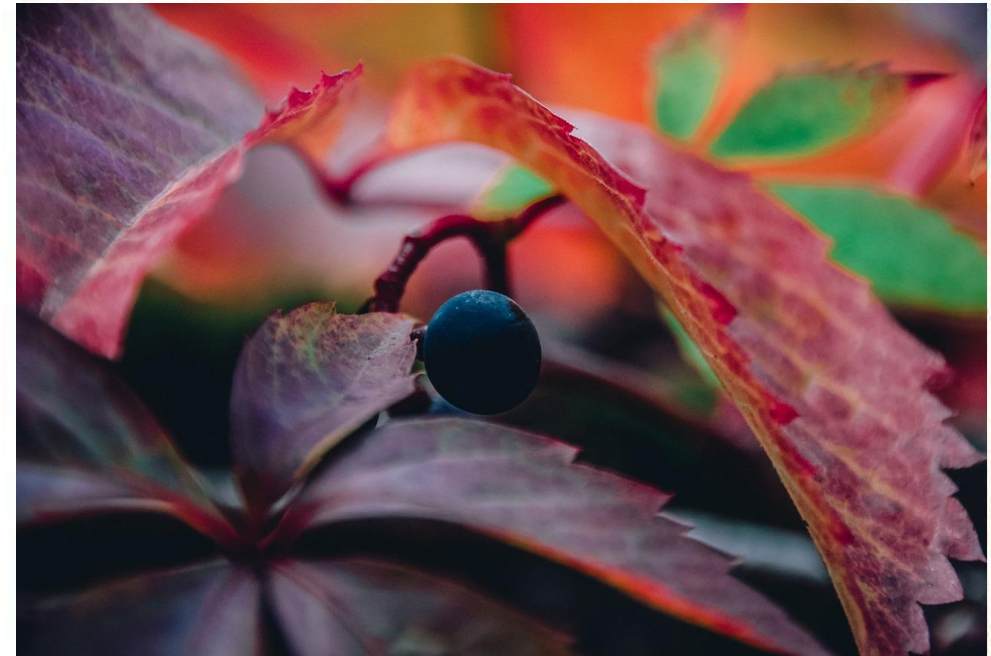
The wines of Group 3 personality appear like autumn – abundant and subtle. The tones of the visuals are intense like we see in autumn nature, and the colors range from strong purple to deep brown.

Color theory:

Shades. Warm colors.

Color palette:

The Group 3 palette is again warm, but this time it is intense, rich and muted – definitely not the primary colors.





A REMARKABLE POSITION AMONG AGRICULTURAL COMPANIES

Современные фермеры используют инновационные технологии для повышения эффективности производства и снижения затрат. Это позволяет им оставаться конкурентоспособными на рынке и обеспечивать высокое качество продукции. Мы предлагаем комплексные решения для оптимизации ваших процессов и достижения ваших целей.



USING INNOVATIVE EQUIPMENT TO REDUCE TIME AND ENERGY IN FARMING



KEYWORDS

abundant
ambitious
authentic
fighter
comforting
community
earthy
effective
energetic
enthusiastic

environmentally friendly
fun spirited
spiritual
focused
friendly
focused on growth
warm-hearted
historical
intense

fair
learning
nature
nostalgic
organic
practical
productive
strong
warm

Group 3 = Autumn

Autumn wines [here](#)





Designs can be:

- Earthy, friendly
- Subtle, “handmade” feel
- Can use retro or nostalgic style
- Somewhat masculine
- Casual, natural, down to earth
- Somewhat bulky
- Abundant
- Illustrations rather rough and simple
- Subtle and deep color palette – shades
- Fonts are a bit heavy, can use marker imitation or hand writing



The illustrations and fonts are very down-to-earth, leaving an informal impression. As the design is very simple, yet harmonious, it looks highly professional and gives us a feeling that the wine is of a good quality.



This bottle and label design give us somewhat retro impression, and that way we also get a feeling of a warm and informal welcoming. The corners of the label are rounded, it is a very typical group 3 indication – softening the whole impression.



Here is the illustration and the intensive, yet deep colors that leave the impression of abundance and passion of this wine. One can almost feel the smell of the product, before even opening the bottle.



The shape of the bottle is with rounded “corners”, label seems to be made of a bit rustic paper, the fonts are a bit heavy, and the illustration earthy. All of that supports the impression of traditionality and down-to-earth vibe of this product.



Photography:

- Down to earth, warm and abundant
- Include fruits, food, nature and natural backgrounds and props
- Avoid too fine glasses and other details that are too luxurious
- Can include happy, friendly people to express welcoming feeling



Group 4

Your brand's main keywords:

Luxurious

High-end

Cutting-edge

Visionary

Grounded

Group 4 – High-end branding

The brand feeling:

Outstanding, exclusive, self-confident.

Confident, luxurious, extremes, inflexible, strong, dramatic.

In wine business:

- High-end priced wines with a hint of luxury or straight-out exclusive wines.
- Not to mix up with expensive wines that have been priced according to the maturity of wine.
- The whole business, with its products and services, personality and visuals, is straightforward and determined-reminding winter in its extremes.
- Straight forward and specific even in tonalities of color – cool, clear and clean.
- Marketing is self-confident and bold, and either super-minimalist or extravagantly overflowing.

Color theory:

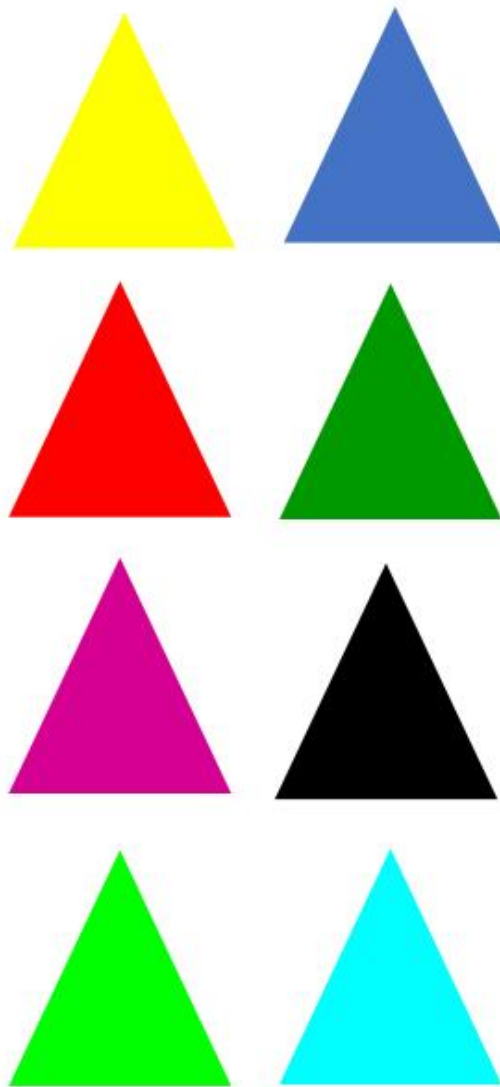
Pure, clear, crisp colors.

Color palette:

This palette consists mainly of very clear basic colors and the overall impression is cool.

Pastels are not found here.

This is the only group that **includes black, polar white and neon colors.**



M

STYLE



SECONDARY

POINTS

MEL VOLKMAN

PRIMARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SECONDARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



BRANDING STATEMENT

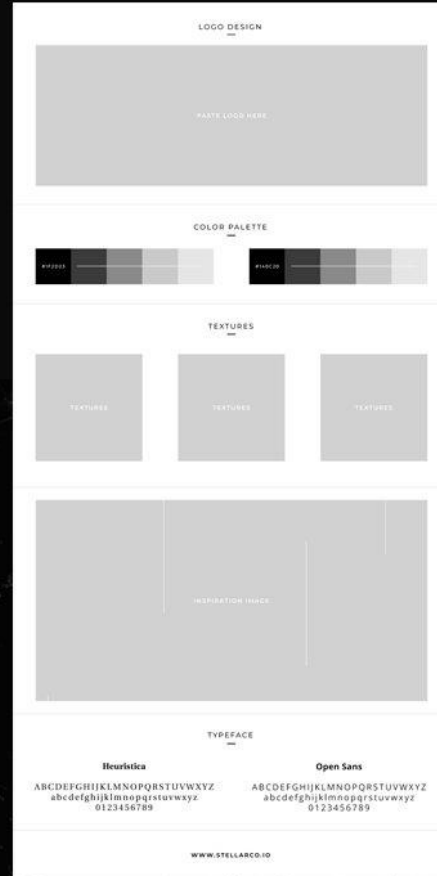
a creative design studio specializing in

Thoughtful & Authentic

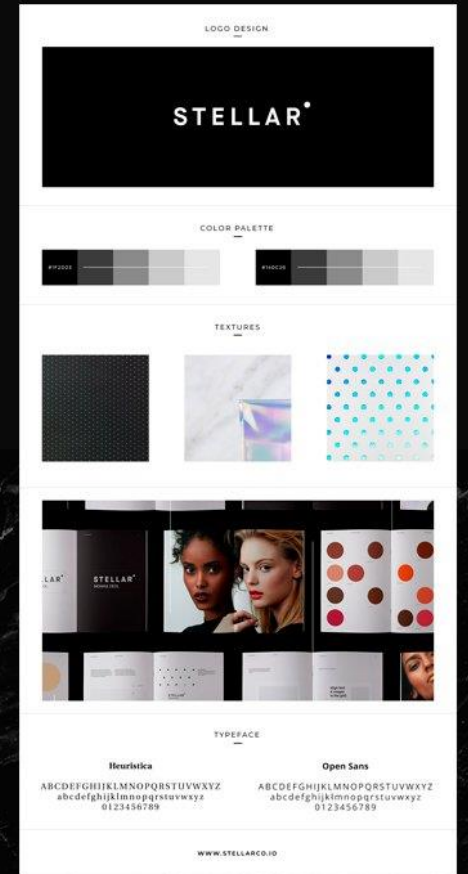
BRANDING · WEB · PHOTOGRAPHY



EASY TO USE & CUSTOMISE TEMPLATE



PRESENT YOUR
NEW IDEAS IN
MINUTES...



KEYWORDS

self-assured
cutting-edge
decisive
disciplined
dramatic
expensive
expert
focused
down to earth
doer
high-end

luxury
market leader
objective
over-flowing
practical
precise
realistic
trustworthy
confident
serious
simple

cohesive
specialist
outstanding
strong
inflexible
goal-minded
visionary



Designs can be:

- Maximalist or minimalist (nothing in-between)
- Fine and strong
- Can use gold or silver
- Both feminine and masculine works
- Formal, sharp, dramatic
- Can use sharp forms
- Illustrations well thought through
- Clear color palette – hues
- Fonts are either super minimalistic – or over-the-edge
- Over-flowing calligraphy works well



Minimalist, yet impressive design. Black, silver and red combined, a coat of arms, a name that makes a statement, and a bit over-the-edge signature. The whole combination leaves an impression of luxury.



Quite minimalistic design, leaving a strong impression.
The choice of the fonts, combined with gold, red and black colors creates a feeling of luxury.



Super over-flowing design, gold, calligraphy. There is nothing mediocre here, and the whole look leaves a strong impression.



Photography:

- Usually very clear and sharp. Using high-end props, like fine gourmet and fine cutlery.

Choose either-or:

- Your photos are super minimalistic and simple.
- Your photos are over-flowing and super abundant.

- You can also choose to have photography that is foggy and has no sharpness whatsoever.

Group 4 = Winter







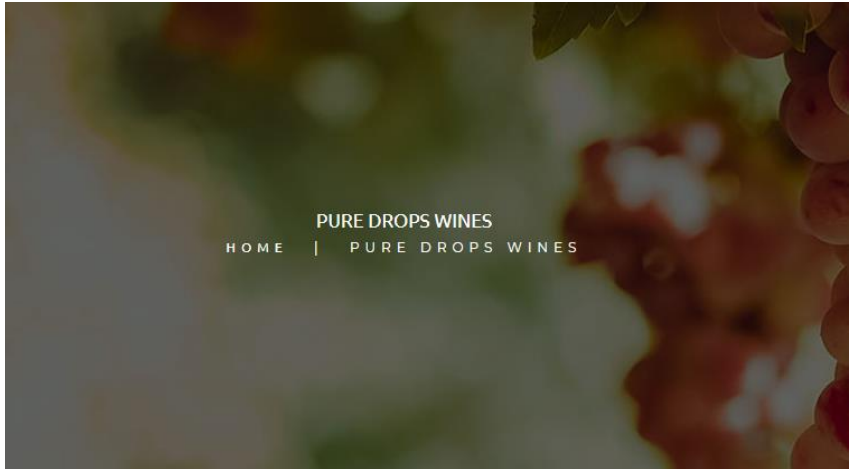
Branding Example – Pure Drops

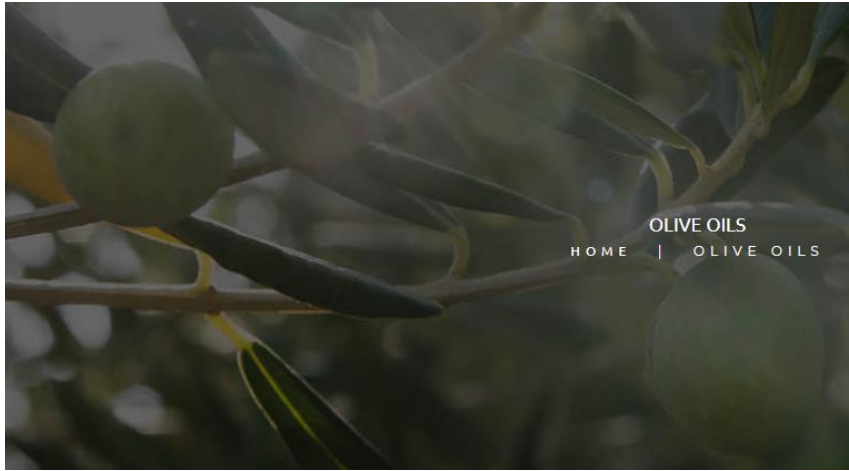
Pure Drops is a passionate team of experts that produces fine wines and olive oil from Greece.

While the drop visualises the name, illustrations visualise ingredients and abstract sensations, allowing for a flexible adaption onto the likes of wrapping paper and press kit.

Pure Drops Wine and Olive Oil







Assignment:

Describe your project: who are your wine(s) for?

What should your brand or project look like? What kind of impression should it leave?

Choose 5-7 keywords that describe your wine business best.

Choose 3 strongest ones.

Which group does your business belong to?

Can you combine different personalities?

- Yes you can, but only up to two personalities in one design.
- Many examples here are combined, more or less.
- It is most often done with groups 2 and 4 – creating an elegant/feminine and luxurious feeling.





Here I see a combination of groups 3 and 4 –
luxurious minimalism is presented in
a down-to-earth setting.

Websites and Social Media for Wine Bars

Fantastic website – it expresses the vibe of the place, and inspires people to come and experience it themselves.

BEVIAMO
VINO • PASTA • CAFFÉ

MENU

COCKTAILS

EVENTS

BUY A GIFTCARD

PRIVATE PARTY

BOOKING

GALLERY

JOBS

CONTACT



BEVIAMO
VINO • PASTA • CAFFÉ

beviamowinebar

Follow



340 posts

1,827 followers

884 following

Beviamowinebar

Wine Bar

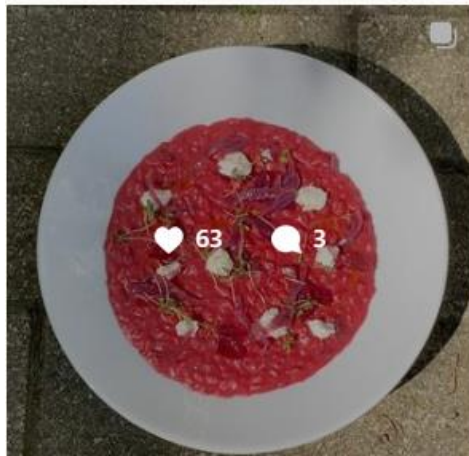
VINO • PASTA • CAFFÉ // Nordre Frihavnsgade 58, 2100 KBH Ø // Open Tuesday-Saturday 16 - 23// +45 6053 7677 www.beviamo-winebar.com/booking ✓

POSTS

REELS

IGTV

TAGGED



[Time To Wine](#) brand is juggling between cozy group 3 and a finer group 4. The logo and black color indicate for exclusivity, while social media is expressing a warmer vibe.

- ABOUT US -

VINOtheQUE

GALLERY



WINE TASTING

GIFT CARD

CONTACT



VEINIBAR JA -POOD





Virazon Rooftop Bar

High-end rooftop bar with a great selection of wines. The photos are extremely clear and of a high quality, the fonts are elegant and minimalistic, there is a lot of space between the letters.



RESTAURANTE & ROOFTOP BAR
Descubre el centro de Marbella desde una perspectiva totalmente nueva.



ESPAÑOL

ENGLISH





- Having a website is **crucial**, both for wines and wine bar. It gives you an opportunity to show your business at it's best, concentrated in one place – and to brand it visually.
- Social media is irreplaceable, but it should be **supporting** the main website, and not the opposite.

More about visual branding

eBook Brand Design For Creatives

You should not design the labels or e the website on your own – hire a professional designer for that.

But you should be able to identify the direction and know how things work in order to attract your ideal customer. When you know all that, your designer will be able to deliver exactly what you need – faster and more efficiently.

Here is a piece of material that takes you through everything you need:

- How to find out who you should brand your business to
- How to choose the right colors
- How to choose the right fonts
- How to choose the right illustrations, photo style, and props





Get your e-book [here](#)

GROUP 2 PHOTOGRAPHY



The tonality of the colors is cool but delicate and muted. There is a soft

HOW TO CREATE YOUR BRAND BOARD

Now it is time to implement what you have learned and created so far, and put them together, creating a beautiful and cohesive brand board.

Brand boards show the client every element of their visual brand- all together in one neat document. They're important because they help convey a brand's values, attributes, and personality in one glance.

When you've designed graphics, prints, or anything else for your business (or for your clients), it is helpful to look at the brand board and check that what you've designed is in line with the colors, fonts, graphics, and overall identity that is on the board.



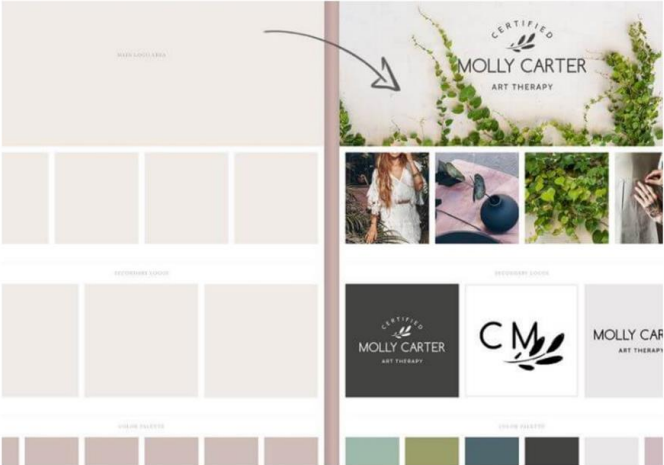
if you are skillful in capturing have free hands for

how to take pictures in a manual photography workshops.

use of Adobe Lightroom. With these results are more exciting than ever

ities and create two mini-galleries, p, but each one in its way. Each can use them.

arden party - and put together four





Thanks a lot, and
good luck!

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