

# THE BATTAGLINI WINERY

## *Marketing Collateral Development and Rebranding*

June 2023



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## ABOUT LEXI

Lexi is a Graphic Communication major with a concentration in Design Reproduction Technology. During her time in the graphic communication department, she has worked extensively within Adobe Creative Cloud applications to design graphics and assets for both web and print applications. Her classes have covered a wide range of topics ranging from marketing to digital photography and color management. Cal Poly's emphasis on, "learn by doing" has provided her the opportunity to take her knowledge and apply it to real-world situations. She has developed a deep love for the world of graphic communication and is always eager to continue learning and facing challenges.

**Personal Mission:** *"To be kind always to myself and others. I will always push myself to remain open-minded and embrace discomfort as an outlet for growth".*

# ABSTRACT

The Battaglini Winery is a small family-run winery located in Sonoma County. The winery has no existing brand guidelines and any marketing collateral in current use has outdated information and design elements. The purpose of this project is to provide the winery with cohesive and refreshed brand guidelines while using these guidelines to generate relevant marketing materials for consumers.

# DELIVERABLES

1. **Established brand guidelines**

*Success Criteria: Established an 8.5x11 inch brand guideline PDF to send to the Battaglini Winery for future use*

1. **Designed and printed marketing collateral**

*Success Criteria: Use Adobe applications to design, produce, and ultimately print business cards, brochures, and postcards that adhere to the new brand guidelines*

1. **Refined winery logo**

*Success Criteria: Obtain logo approval from the winery team and use the same logo across all marketing collateral*

# TIMELINE

## Week 1-2: Background Research

### General Research

- Competition
- Winery Market Trends

### Meeting with the Client

- Obtain client goals
- Mission statement
- Values

## Week 3-4: Branding and Demographics

- Persona
- Logo
- Asset collection
- Typography
- Color pallet

## Week 5-7: Design Process

- Brainstorming
- Design implementation
- Design feedback and revisions
- Mockup creation

## Week 8: Production

- Order print materials





# Research & Resources

## Source 1: NebGuide: How to create an effective Brochure

*Pennisi, L., Gunawan, Y., Lee Major, A., & Winder, A. (2011). How to Create an Effective Brochure. NebGuide. <https://extensionpublications.unl.edu/assets/pdf/g2028.pdf>*

### Summary:

This article overviews the vital components to creating an effective brochure. One main point mentioned was the importance of the back panel. This panel is one of the easiest-to-find locations and is ideal for all directions and contact information. There was also mention of the benefits associated with adding elements of long-term effectiveness. This will increase the likelihood of an individual keeping the brochure in their household rather than throwing it away. Additionally, the source explained the value of identifying your target audience before the design process. This will allow the designer to cater the design towards the wants and needs of their overall audience.

## Source 2: Print Runner: 7 Things to Consider for Effective Brochure Design

*Kevin. (2023, March 22). 7 Things to Consider for Effective Brochure Design | PrintRunner Blog. PrintRunner Blog. <https://www.printrunner.com/blog/effective-brochure-design/>*

### Summary:

This source lists out a variety of ways in which to design an effective and visually aesthetic brochure. The first consideration mentioned was to think about the brochure's purpose as it is vital to understand how and in what context the brochure will be received by the target audience. The source also mentions the importance of knowing where a brochure will fold. There are many different fold options to choose from and each serves a different purpose. Additionally, a designer's choice of paper stock and coating is crucial as it can alter an individual's perception of a company. Furthermore, the article stresses the need to use high resolution photographs to complement the design. This can increase the visual draw and sophistication of a design.

### Source 3: Color Psychology

*ColorPsychology.org. (2023, May 3). Color Psychology 101: A Beginner's Guide to the Meaning of Colors. Color Psychology. <https://www.colorpsychology.org/>*

#### Summary:

This article dove into the psychology behind all of the different colors. I explored this article to decide which colors would be ideal to include in my brand guidelines for the winery. One color that stood out was red. The source explained that red is symbolic of love and passion, but it was mentioned that the color should be used in smaller doses. Another color that I looked at was yellow. Yellow is a color that tends to be perceived as cheerful and confident. It also is known to be effective in the context of marketing. Lastly, I learned that brown is often associated with family and appreciation of the small things in life. It also is a natural color and inspires warmth and comfort.

### Source 4: SVB Article: State of the Wine Industry Report

*Wine Industry Trends and Report 2023 | Silicon Valley Bank. (n.d.). Silicon Valley Bank. <https://www.svb.com/trends-insights/reports/wine-report>*

#### Summary:

This article begins with some overarching trends in the wine industry including the fact that wine consumers above the age of 60 are the only growing segment, premiumization trends are slowing, and a larger number of consumers are abstaining from wine. Essentially, younger segments are purchasing and drinking less wine than older individuals. Furthermore, 21–40-year-old consumers are the category with the highest loss in consumption share from 2007 to 2021. Based on another diagram, Generation X and baby boomers are the most likely to be a part of wine clubs as well. Lastly, this website mentions that prices have been increasing in response to climate change induced issues.

## Source 5: Direct Mail Design Tips

*Developer, W. (2022). Direct Mail Design Tips. PostGrid. <https://www.postgrid.com/direct-mail-design-tips/>*

### Summary:

The article listed above discusses the most important aspects to direct mail design. One element that stood out to me was the effectiveness of using variable Data Printing to personalize and cater mail to the consumer. This way the consumer feels more connected to the business as an individual and there is a more memorable experience. Additionally, the article mentions that it is vital to keep content concise. Too much content can overwhelm the target audience and detract from the overall message being conveyed. Furthermore, including a call to action that is clearly highlighted is effective as well.

## Source 6: Components of a Good Business Card (And Why You Still Need One)

*Bbp. (2017, March 17). Components of a Good Business Card (And Why You Still Need One) - Boston Business Printing. Boston Business Printing. <https://www.bostonbusinessprinting.com/components-good-business-card-still-need-one/>*

### Summary:

This article explains the various steps involved in designing a business card in the most strategic way. The first point mentioned in this source is the need to include white space. It is explained that too much information crammed onto such a small piece of paper can be off-putting to audiences. White space makes information easy to absorb and simple to comprehend. The article goes on to explain that ensuring that all logos and taglines are up to date is crucial to ensure brand recognition. Most people keep business cards for a while for future referencing, so ensuring proper branding can greatly benefit a business overall.

## Source 7: Wine Branding, The Ultimate Guide

*Kramer, L., & Kramer, L. (2020, December 9). Wine branding: the ultimate guide. 99designs. <https://99designs.com/blog/logo-branding/wine-branding/%20Summary>*

### Summary:

The source referenced above explores all of the key aspects relating to winery branding. One noteworthy point made in this article is the idea that more modern winemakers tend to aim for a clean simple look featuring sans serif fonts, bright colors, and very bold imagery. On the other hand, more traditional winemakers typically go for serif fonts and muted color palettes. Another main point mentioned in this source is that branding for wineries are very audience specific. Because of this, developing personas is really helpful in guiding the design and branding process.

## Source 8: Discovery Eye Foundation: Print and Web Design for Older Adults

*Discovery Eye Foundation. (2016, March 24). Print and Web Design for Older Adults - Discovery Eye Foundation. <https://discoveryeye.org/print-and-web-design-for-older-adults/>*

### Summary:

Because the majority of wine drinkers are 65 years old and above, I looked at this source to learn about design considerations for this demographic. One point mentioned in this article was that using serif typefaces for body text can make it a bit easier for older individuals to read the content. Along with this, body text should not be written in all capital letters as it can be quite difficult to read. Lastly, it is critical to have high contrast between text and background elements to increase overall readability.

## Source 9: 48HourPrint.com: Mailing Regulations

*Mailing Regulations for Brochures & Postcards* | 48HourPrint.com. (n.d.). <https://www.48hourprint.com/direct-mail/postal-regulations.html>

### Summary:

When designing a postcard for the mail, it is important to adhere to all regulations and guidelines to ensure the postcard reaches the intended audience. This source outlines all of the guidelines one must adhere to when designing and printing a postcard. The article mentioned that in the top right corner, there should be no graphic or text as this area is for postage stamps only. Similarly, there should be a clear zone at the bottom of the postcard to allow for the barcode and post office markings.

## Source 10: Winery Marketing Trends: A Review of 2021 & What's Coming Next in 2022

*Winery Marketing Trends: A Review & What's Coming Next*. (2022, September 27). Ekos. <https://www.goekos.com/blog/craftlab/winery-marketing-trends-a-review-and-whats-coming-next/>

### Summary:

This article provided an overview of some common trends in winery marketing along with some predictions for the future. One element mentioned was the benefit of highlighting sustainable practices that a winery does. Recently, sustainability has become extremely important to many consumers; therefore, if a winery has aspects of sustainability, this is beneficial to mention. This can be a major deciding factor when consumers are deciding on which winery they would like to visit in the future.

# RESOURCES

To complete this project, I used a wide range of different resources. For information collection and notetaking I used Microsoft Word. To access all existing winery assets I used Google Drive as this was the method the winery chose for file storage. When conducting research, I used Google to browse through a wide range of public articles and pages. When it came to the actual design process, I worked exclusively in Adobe InDesign, Illustrator, and Photoshop. Lastly, I used University Graphic Systems to print out physical mockups of my marketing collaterals.







# Deliverable 1

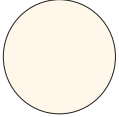
*Brand Guidelines*

# BRAND GUIDELINES

## PRIMARY COLORS



HEX: #730314  
CMYK: 31, 100, 95, 44



HEX: #fff8ea  
CMYK: 0, 2, 7, 0



HEX: #d4992e  
CMYK: 17, 41, 98, 1

## SECONDARY COLORS



HEX: #988571  
CMYK: 40, 43, 55, 8



HEX: #d7ba7b  
CMYK: 16, 24, 60, 0

## Body Text

Garamond Premier Pro

*Garamond Premier Pro italic*

**Garamond Premier Pro Bold**

***Garamond Premier Pro italic Bold***

## Sub Headings

**Baskerville SemiBold**

## Headings

**BASKERVILLE BOLD**

## ABOUT THE FAMILY

Bit aperferitio que non re, ut quae simaionseque velique est destis eum reperum elenia ventis escid-ist harcipsaped maxim as simpore prendi quistias vendiatest alit quia volut et et eum qui.



# PERSONAS



**GEORGE SMITH, 67**

## Goals

George seeks authenticity and experience. Because he has already visited an array of wineries, he is looking for connection and wants to feel a deeper story behind the wines he is tasting.

## Background

George is a retiree who has spent most of his life working as an engineer in Silicon Valley. He has always been interested in wine, and has tasted a variety of wines from different regions around the world. George has a sophisticated palate and enjoys trying different wines.

## Challenges

Because of his age, George has trouble reading. He also finds himself a bit frustrated when it comes to new technology. He also has tried such a vast array of wine varieties that he struggles to find new unique and robust wines.

## Quote:

*I've always been fascinated by the complexity and nuances of wine. It's amazing how the same grape can produce such different flavors depending on where it's grown.*

## EMILY, 35



### Goals

Emily's primary goal is to deepen her understanding of wine making while enjoying the idyllic ambiance of wine country. She seeks deeper connection and wants to build connection with the winery and all of its winemakers.

### Background

Emily is a marketing executive from San Francisco, with a keen eye for detail. Growing up in a suburban neighborhood, she has always been captivated by nature and appreciates the countryside. Although she leads a fast-paced city life, she seeks opportunities to escape the urban chaos.

### Challenges

Navigating the complexities of the wine world can be overwhelming as she has just recently gained interest. Additionally, balancing her demanding career with her personal life is a constant challenge.

### Quote:

*"I am amazed by the generations of winemakers who pour their hearts into every bottle. I realize wine is not just a beverage; it's a testament to the artistry of nature and the human spirit."*



# Deliverable 2

*Marketing Collateral*

# BROCHURE DESIGN



## Design Considerations

When developing the brochure designs, I wanted to ensure that all of the panels were very clean and easily digestible. To accomplish this, I made sure the headings contrasted significantly with the body text to provide ease while navigating through the information. I also included the signature from the winemaker to convey a sense of authenticity.



## Photography Editing

While many photo assets used were not sourced from the winery, I did include some photographs the winery team provided. The original winery photos were all fairly dark, so I increased the brightness in Photoshop's Camera Raw. I then went ahead and created an adjustment layer to make the red in the barn match the brand guidelines more closely.

### *Original Photograph:*



### *Edited Photograph:*



# BUSINESS CARD DESIGN



## Design Considerations

For the business cards, I kept the information as basic as possible as the original business cards were quite packed. I also wanted to incorporate the curvature from the brochure design into the business cards to add an element of repetition.

# POSTCARD DESIGN



## Design Considerations

While making the postcards, I added in a coupon for a free tasting to encourage consumers to come visit the winery property. Again, I wanted to carry through the curvature design that was used in the business cards and brochure.



# Deliverable 3

*Refined Logo*

## Original Logo:



After looking through the existing logos for the Battaglini winery, I had planned to do a complete logo redesign. When I spoke with the winery team; however, it became clear that they were quite attached to the existing logo. Because of this I went ahead and kept the integrity of the existing logo while making refinements to add cohesion and sophistication.

## Refined Logo:



For the logo refinement, I began by fixing the moiré pattern in the center illustration. It appeared that at one point the logo had been scanned into a computer and reproduced which created background distortions. To fix this, I used the blur tool in Photoshop to remove this pattern. It also appeared that the typeface used in the logo was scaled, so I went in and made sure that all spacing was equal. Lastly, I removed the beveling of the original logo and traded it out for a solid yellow ring which adhered to the newly established brand guidelines.





# Results

# Brand Guidelines



# Business Cards



# Brochure



# Postcard



Refined Logo







# Reflection

# REFLECTION

## What Went Well:

- **Project Check-ins:**  
Having various project check-ins for the quarter was extremely beneficial to the project. I found that having these scheduled meetings allowed me to really gauge whether the pace of my project was working well and whether or not I was on track to get everything done on time.
- **Gantt Chart:**  
By completing a Gantt chart at the beginning of the quarter, I really had to consider the procedural approach to making my project come to life. I had to determine what my order of operations would ultimately be which aided in my design process during the entire quarter
- **Thorough Background Research:**  
Putting a generous amount of time into the background research phase of this project made everything that followed much more seamless. I was able to be more decisive with my project and have more confidence in my deliverables.

## What Could go Better:

I was able to complete my final deliverables; however, for future projects I would consider asking more questions during the initial meeting with the business owners/client. I found the timeline and efficiency of my project to become a bit slowed down because I had to do some back-and-forth communication that could have been addressed during the first formal meeting.

- **Communication with the Client**  
For the duration of the project, some of the communication between the winery team and myself was lagging due to busy schedules
- **Tackling manageable Deliverables**  
At the very beginning of my project, I had planned to do a complete website redesign on Web Press. While this was something I was initially intrigued by, I found it ultimately too extensive to complete in the duration of a quarter-long project. For this reason, I pivoted my project to focus more on printed collateral rather than website work.



- **Brochure Panel Alignment**

When creating my brochure design, I tried to include a design element that spanned across two connected panels in the folded state. This alignment was difficult to execute correctly without many reprints. Allowing for more test prints in the future is something that I feel would remedy this issue.

# SOURCES

Bbp. (2017, March 17). *Components of a Good Business Card (And Why You Still Need One)* - Boston Business Printing. Boston Business Printing. <https://www.bostonbusinessprinting.com/components-good-business-card-still-need-one/>

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