PROFILE
DON’T FORGET THE WINE: BRAND IDENTITY FOR, HMM WHO WAS THAT? OH YES.

This bespoke identity for international wine marketing consultant Catherine Karras modernises an existing mark conceived of by the owner. The string tied to the finger draws on a well known mnemonic device used as a memory trigger. We expanded the brand narrative to include a suite of 9 marks in total. Each of the additional 8 marks in the suite infers a new audience and new conversation by coopting a familiar hand and finger-based gesture (not all of them polite). Each gesture is idiosyncratic, invokes a particular audience or set of circumstances and suggests in their own way that they too will not forget the wine.

The restrained and modern line aesthetic draws on a design style familiar to contemporary audiences and utilises a strategy familiar to arts based organisations prioritising the presentation of the artist by pushing the brand into a secondary function. In this case the wine is foregrounded and the focus of all communication.

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01 THE LOGO + LOGOTYPE: Primary logo version – stacked type format 02 ICON SUITE: a range of nine hand gestures as a fun representation of individual personalities 03 BUSINESS CARDS www.workingimages.com.au