



free form

by OKANAGAN CRUSH PAD

BRAND PROFILE 2018

CONTENTS

1	OBJECTIVE	
2	BRAND OVERVIEW	
	Primary Target Group	04
	Unique Selling Proposition	04
	Brand Character	04
3	VISUAL INSPIRATION	
	Images	05
	Shapes and Textures	05
	Colours	06
	Type Style	06
4	OUR CHARACTER	
	Values	07
	Actions	08
5	BRAND IDENTIFICATION	
	Key Attributes	09
	Functional Benefits	09
	Emotional Benefits	09
	Model Customer	09
6	BRAND STORY	
	Language	10
	Key Words	10
	Positioning	10
	Tagline	10
	Storyboard	11
7	DESIGN ELEMENTS	
	Label	12
	Design Standards	13

OBJECTIVE



To describe the essential components for understanding the Free Form brand.

BRAND OVERVIEW



PRIMARY TARGET GROUP

People, who are conscious and exacting about what they consume and understand and value organics. Consumers who are willing to step outside the mainstream and to spend top dollar on a new discovery.

UNIQUE SELLING PROPOSITION

For knowledgeable wine drinkers who care how wine is made and what goes into their wines and make purchasing decisions in a similar way that they would buy organic foods.

BRAND CHARACTER

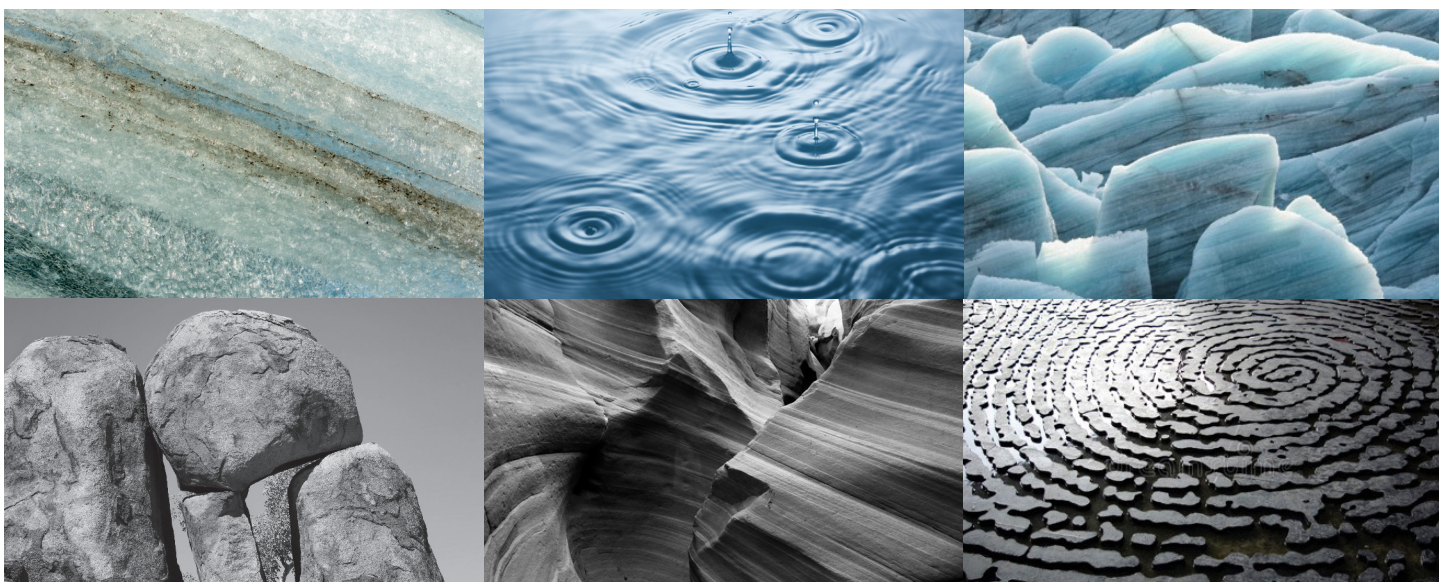
- Confident
- Adventurous
- Bold
- Compassionate
- Thoughtful

VISUAL INSPIRATION

IMAGES



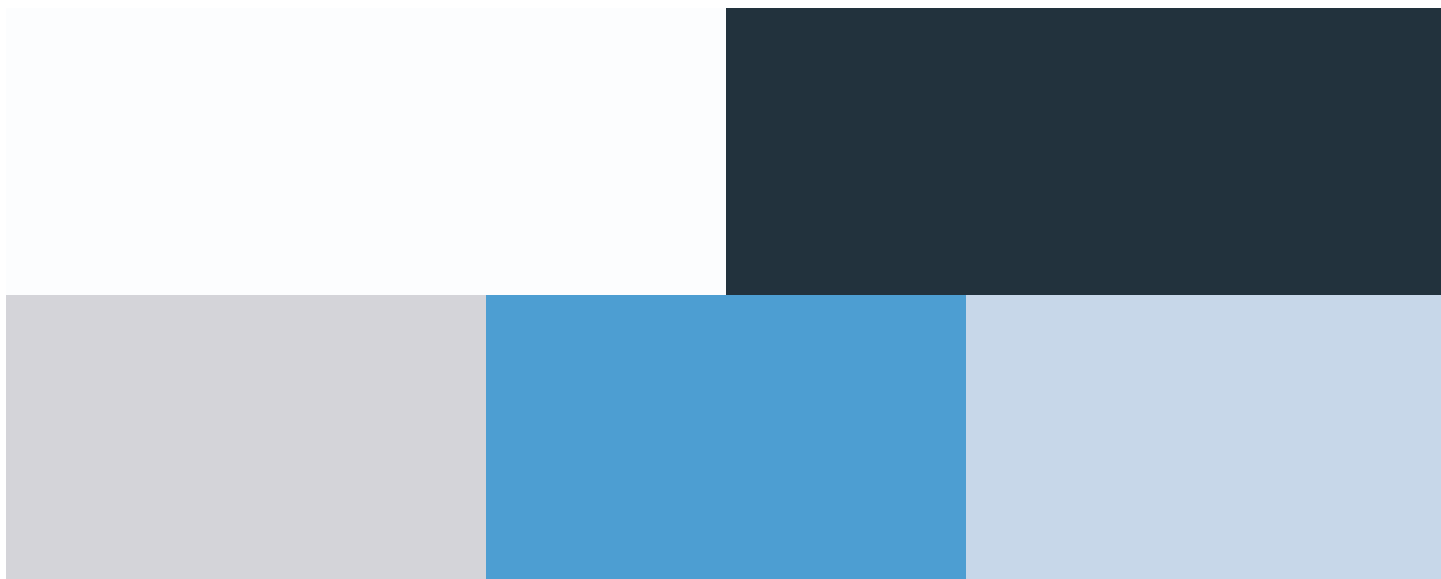
SHAPES & TEXTURES



VISUAL INSPIRATION

COLOURS

White, black, grey, ice blue



TYPE STYLE



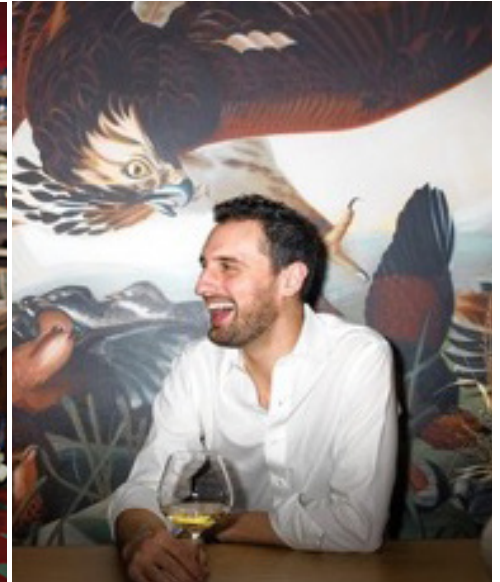
free form



2017
ANCIENT METHOD

OUR CHARACTER

VALUES



Authentic

Truthful

Environmentally Aware/Concerned

Public-spirited

OUR CHARACTER

ACTIONS



Loyal

Champions

Adventuresome

Sophisticated

BRAND IDENTIFICATION



KEY ATTRIBUTES

- Organic certified wines made without additives or manipulation.
- Leading not imitating. A disrupter of the way wines from our region are viewed.
- Crafting wines that are proudly and authentically Okanagan.
- A reputation for innovation and risk taking.

FUNCTIONAL BENEFITS

- The largest producer of “natural” wine in the Okanagan.
- Small portfolio of reserve products – rare, hard to find.
- Wines intended for those who care about consuming healthy, quality products.
- Made from certified organic grapes at an organic certified wine facility.

EMOTIONAL BENEFITS

- The excitement of being part of a small group of people who have access to these wines and embrace and champion a new style for the Okanagan.
- Confirmation of their commitment to healthy lifestyle choices.
- The physical reward of enjoying the wine.
- Pride – of discovering and embracing a new premium Okanagan wine brand.
- Cult wine loyalty.

MODEL CUSTOMER

Consumers who look beyond hype and obvious claims of “sustainability” who want products that carry organic certification and understand the true value of that to the environment and their own health.

BRAND STORY

LANGUAGE

In keeping with the brand character, the language used by Free Form should reflect a bold, self-assured tone and convey a sense of confidence with respect to the brand and someone's decision to engage with it.

KEY WORDS

- Authentic
- Respected
- Unconventional
- Explorers
- Eclectic
- Original

POSITIONING

For people who want to be part of a group that puts quality and authenticity at the front of their wine experiences and value purity and the unconventional. These people seek out rare wines from around the world that align with healthy lifestyle choices. Free Form is for consumers who appreciate wines that are not part of the mainstream or easily accessible.

TAG LINE

- Shaped by Nature

BRAND STORY

STORYBOARD



FREE FORM – SHAPED BY NATURE

Sometimes you need to stop and check your orientation. For us it started several years ago, by reflecting and changing our vineyard practices, making a full commitment to organic farming. This led us to rethink the winemaking. Could we do the same in the cellar? In recent times, commercialization has seen wine production drift away from uniqueness through terroir; the very thing that each wine region strives to establish. Globally, the desire for consistency and predictability has pushed us further from terroir. If the goal is “wines of place”, we need return to a simpler way while maintaining our modern conveniences. We started this journey in 2013 and are now ready to celebrate our work and philosophy with a family of wines. These wines are a snapshot of place and time, of what our land yielded that particular year.

Free Form launches with four wines: an ancient method sparkling wine, a white, a vin gris, and a red; all made from organic grapes, native yeast, free of additives and left to find their own course under the watchful eye of Matt Dumayne. The inspiration for our Free Form art was taken from the unique features of our landscape where low hills and oblong lakes were formed by glacial activity during the final retreat of the ice more than 9,000 years ago. Large deposits of gravel, silt and sand

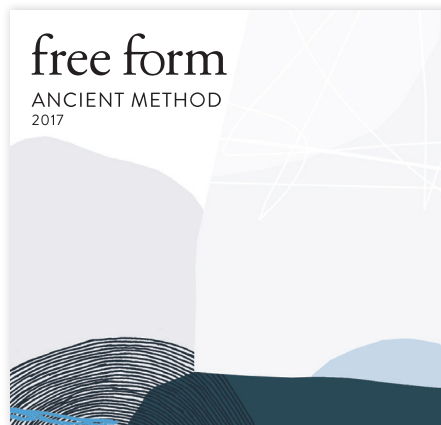
were left behind in the valleys formed over time by water and wind. In the rain shadow of two mountain chains, large alluvial fans and deltas used for agriculture surround a chain of lakes, all once part of a larger glacial lake. The rain shadow creates a hot, desert-like dry climate, home to sage, bunch grass, cacti and rattlesnakes. In a country known for long, cold winters, this climate is unique.

Vancouver artist Scott Sueme was called in to capture this. The results are simplistic abstract landscapes symbolic of the Okanagan. Scott used black, grey and white, mixed with soft colours, with bold and soft rolling shapes and textures. A small fingerprint pattern signifying our low impact farming efforts is worked into each label. Each wine carries its own artwork.

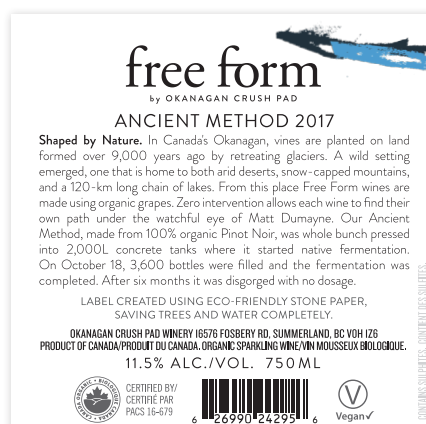
Wines, made by Matt Dumayne, are fermented in concrete tanks or clay amphorae. Extended skin contact is used followed by a gentle pressing and further rest before bottling (free of rough handling, commercial additives and low to no sulfites). In our pursuit of “wines of place” we celebrate the inherent difference and pleasure of each vintage. Each is one of a kind - never to be repeated.

DESIGN ELEMENTS

FRONT LABELS



BACK LABEL



DESIGN ELEMENTS

DESIGN STANDARDS

PRIMARY LOGO



SECONDARY LOGOS



DESIGN ELEMENTS

DESIGN STANDARDS

MINIMUM CLEAR SPACE



MINIMUM SIZE



LOGO RULES



DO NOT change the colour of the logo to colours that are not approved



DO NOT change the scale of elements in the logo



DO NOT stretch or distort the logo



DO NOT change the typography (font) of the logo

DESIGN ELEMENTS

DESIGN STANDARDS

AD LAYOUT



DESIGN ELEMENTS

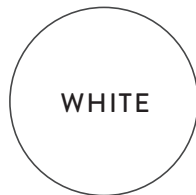
DESIGN STANDARDS

PRIMARY COLOURS



BLACK

C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HEX #000000



WHITE

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
HEX #FFFFFF



CHARCOAL

C 83 M 67 Y 54 K 53
R 20 G 40 B 55
HEX #142837



BLUE
CRAYON

C 66 M 24 Y 2 K 0
R 87 G 194 B 250
HEX #57c2fa

SECONDARY COLOURS



SIBERIAN

C 8 M 6 Y 4 K 100
R 229 G 231 B 230
HEX #E5E7E6



BLUE PEARL

C 20 M 9 Y 3 K 0
R 194 G 211 B 222
HEX #C2D3DE

DESIGN ELEMENTS

DESIGN STANDARDS

TYPOGRAPHY: HEADINGS & SUBHEADS

Brandon Grotesque Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

TYPOGRAPHY: BODY COPY

Brandon Grotesque Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 & ! ?