
PROJECT CHALLENGE

Reposition Rosemont as an estate grown, Virginia-based, upscale vineyard. Also, introduce a new tier of wine into the marketplace: an Accessible tier (priced to please).

CLIENT BACKGROUND

The Rose family, purchased their farm in southern Virginia in 1858. Today, Rosemont is a family owned and operated 22 acre Winery. All of their wines are currently 100% estate grown, produced and bottled. Rosemont had celebrated their 5th year anniversary before contacting Watermark to assist them in a rebrand. As wine distribution pressure grew, Rosemont decided it was the perfect time to partner with Watermark to help reintroduce themselves into the marketplace as a high-end, estate grown Virginia winery.

RESULTS

After the brand redesign, Rosemont's Rosé alone, had a **30% INCREASE** in production



BRAND STRATEGY

Redesign Rosemont's brand identity and portfolio of wine labels to convey: "Virginia Grown" and upscale through choice of typeface, messaging, color, and image mark.

LOGO DEVELOPMENT PROCESS

The design process forces you to look at your business objectively and critically. Through conversations and discussing visual examples, **we helped Rosemont clarify the vision for their brand.** It is critical to keep in mind the existing brand's equity before diving into a logo redesign. Rosemont had been established as a winery for five years prior to approaching us, and was recognized regionally. Our plan was not to overhaul the brand, but rather refine and elevate the existing concept. We hoped to refresh the typeface, add 'Virginia' into the logo lockup, and integrate the image mark into a single-color logo. Through research, we concluded that the logo's typeface should switch from a script to an all-caps serif. A serif was suggested for legibility and timelessness. A variety of serif styles were presented: modern, old style, and engraved. We also integrated new a illustrated rose into the type treatments.

OLD LOGO



INITIAL CONCEPTS



FINAL BRAND IDENTITY

The final developed logo utilizes an engraved serif and a matching engraved rose as the image mark. We chose a stone gray color to act as the cornerstone of the new Rosemont brand. After the logo was created, we developed supporting messaging. Rosemont has always, and will always respect their land and heritage. Because of this, we created a message that supports their story: **Hand-Crafted, Virginia Grown.**

DEVELOPED LOGO



TYPEFACE FAMILY

BODY COPY
HEADLINE
Small Details

GRAPHIC ELEMENTS


**HAND-CRAFTED
VIRGINIA GROWN**

THE ACCESSIBLE TIER

The Accessible tier, which includes the boxed and bottled Virginia White and Red, is new to the consumer. These wines are easy to drink, everyday wines and are priced to please. Rosemont has the distinct pleasure of producing 100% of the grapes used in their wine – A fact that is becoming more rare with the current grape shortage in Virginia. Because of this competitive difference, we featured Rosemont's rolling hills and vineyard rows in an illustration that surrounds the package for a 360 degree consumer experience. We worked with the distributor to develop a color palette that popped off the shelf, while retaining the hand-crafted quality Rosemont exudes.



The bright color palette
developed for shelf presence

THE CLASSIC TIER

Rosemont's classic tier of wines are single varietal and produced using traditional methods. This tier is the heart of the new Rosemont brand: New typefaces, tones of grays, white and gold, a new tag-line, and supporting graphic elements. Through The illustration of the vineyard rows that surround the bottle utilizes a different printing technique than the accessible tier: The illustration goes from being playful and artisan to elegant and delicate with a blind emboss. The new tag-line is featured on every classic label to reinforce why Rosemont is competitively different: Virginia grown, 100% of the time. Since the new bottles have been released, Rosemont has noticed a definite uptick in sales.



OLD LABEL

PRINTING PROCESSES

- CUSTOM DIECUT
- GOLD FOIL
- BLIND EMBOSS

THE RESERVE TIER

The reserve tier showcases Rosemont's signature wines: Perfectly blended, balanced wines, produced from the best lots possible. An integral part of establishing tiers of wine within a single brand, is considering how each tier relates to the others. In this instance, we wanted the reserve tier to relate closely with the classic tier but with an added level of sophistication. To achieve this, we introduced an additional gold foil label, stating quite simply it's a "Signature Red Wine". To differentiate the reserve tier slightly more, we created a 'castle' illustration that correlates with the name "Kilravock". Kilravock is a castle in Scotland that has been continuously tenanted by the Rose Family.



OLD LABEL



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