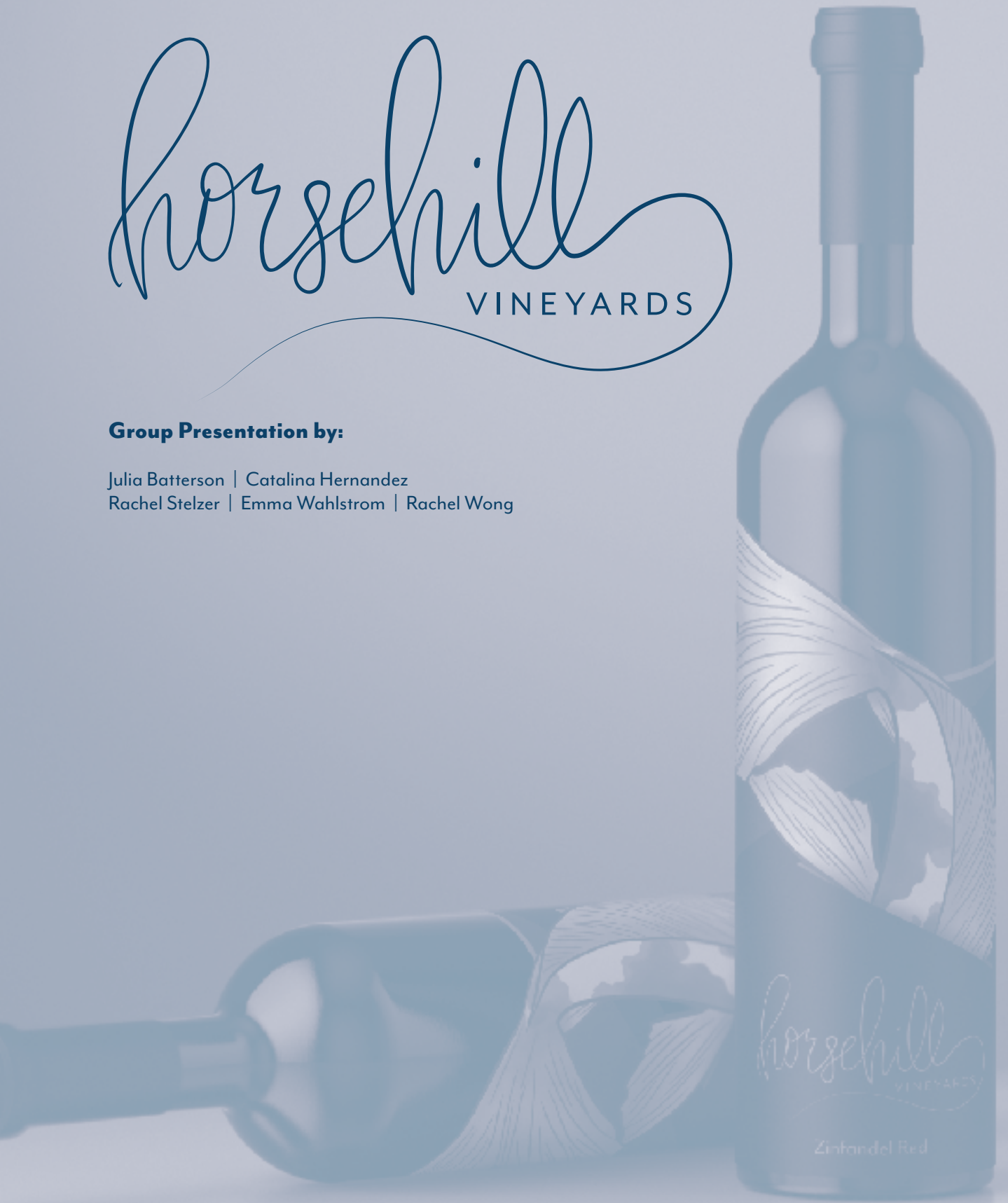


horsehill

VINEYARDS

Group Presentation by:

Julia Batterson | Catalina Hernandez
Rachel Stelzer | Emma Wahlstrom | Rachel Wong



horsehill
VINEYARDS

Zinfandel Red

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introduction

Our goal is to create a sustainable solution for Horsehill Vineyards with visual content targeted towards Cal Poly Pomona students and alumni.

Introduction



INTRODUCTION

The mission statement for our project is “Our goal is to create a sustainable solution for Horsehill Vineyards with visual content targeted towards Cal Poly Pomona students and alumni.” What this means is designing something through the lens of being students at this school, for current and former students. We wanted this label to be something that would be intriguing, a clever homage to our campus for students and nostalgic for alumni. We also noticed that major wineries are

making a turn towards sustainability and wanted to provide an option for Horsehill Vineyards to be environmentally conscious. Aluminum is easier to recycle than glass and more portable and appealing for our audience. However, we are aware of the consequences of packaging wine in cans and still wanted to provide a bottle option for those that were still leaning in that direction.



rose garden

One of the directions our group decided to explore in the search for what most effectively represents Cal Poly Pomona's wine and Horsehill Vineyards was to represent the Rose Garden. This chapter will display the designs created along the way to creating our final design.

ROSE GARDEN



ROSE GARDEN EXPLORATION - JULIA & CAT

For this design direction, a few team members decided to represent horsehill vineyards through imagery that symbolizes the Cal Poly Pomona Rose Garden.

The Rose Garden has been a significant location and icon of Cal Poly Pomona's campus history. Besides it's being iconic, it also happens to be the location in which an annual wine tasting takes place. Cal Poly typically debuts a Zinfandel Rose wine along with a Zinfandel red, naturally there is a connection between the types of wine and the roses that make the garden the icon that it is.

Aside from representing the rose garden, the designs also connect other icons and factors that make Cal Poly Pomona what it is. In one case the rose design ties in the koi pond in the Japanese garden on the back label. In the other designs the geometric style that the rose is illustrated in is meant to represent the STEM majors that make up a majority of the Cal Poly Pomona student body. Both Designs use color to either connect symbols to one another or to generally represent the school colors with a few modifications.



Community

The theme for this label was community because Cal Poly Pomona values inclusivity. The university's diversity across multiple dimensions reflects and enhances the community. Cal Poly continues to welcome, be respectful and value diversity.

Community



STUDENT DIVERSITY

These designs were inspired by Cal Poly's diverse culture of experiential learning, discovery, and innovation.

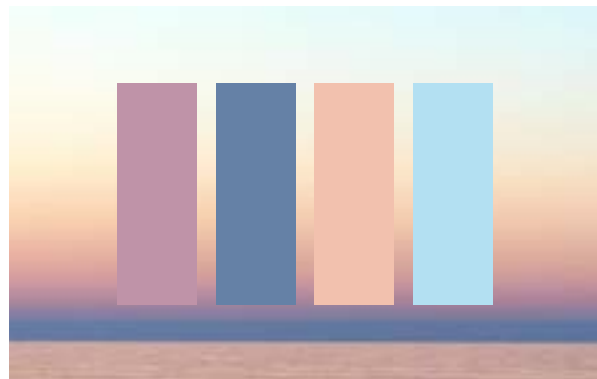
The design with colored heads uses the color palette from the university's brand colors. The color palette consists of primary blue, green and gold/yellow. The heads represent the widespread student engagement in experiences that foster strong and enduring relationships and a sense of belonging in a vibrant campus community. The font used for Horsehill Vineyards are defying gravity and lato light for the zinfandel. The zinfandel rose consists of different shades and hues of pinks.

The koi/ face design was inspired by Cal Poly's koi pond and the students that are apart of the univeristy. The lettering used was a script font to add a personal touch that creates a simple elegance of being graceful and stylish. The fish with the face reflects the individual and collective actions reflect Cal Poly's commitment to one another, society, and the environment.

Sunsets

What's more iconic than a California sunset? Cal Poly Pomona is set on a backdrop against the San Bernardino mountains. At dusk, it provides a golden display of the purple mountains and pink skies. For commuters, a day at Cal Poly Pomona isn't complete until you drive off into the sunset.

Sunsets



INSPIRATION

Many of our students at Cal Poly Pomona, such as Emma and Rachel, are commuters. To students like these, the backdrop of the San Bernardino mountains are key to the experience of driving to and from school every day. Whether at dawn or at dusk, the light reflected off the mountains contrasted against the orange sky provided inspiration for this project. The landscape of Cal Poly and its surroundings provides a great sense of beauty to its location, even once you're off campus.

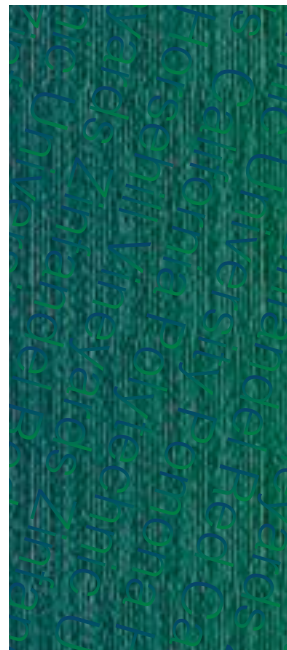
This would resonate with students who don't commute as well. Every student has witnessed at least one sunset on campus that forces them to whip out their phone to snap a pic.

OUTCOME

While pursuing the same direction, Emma and Rachel took their sunset-driven designs in two different ways.

Rachel focused primarily on layering meaning between the sunsets and the larger entity of the University by incorporating Cal Poly Pomona's logo colors. She created a design that sets the mountains as a back drop of the campus, going so far as to create a grassy texture out of the text to apply to the hills.

Emma decided to take a more literal sunset approach and leave the connection to Cal Poly Pomona a bit vague. She wanted to use the colors of the sunsets to invoke the feeling of being on campus or driving home at dusk. She wanted to create a simple logo with simple components that could be easily translated to other items to brand the vineyard, or that year's wine.

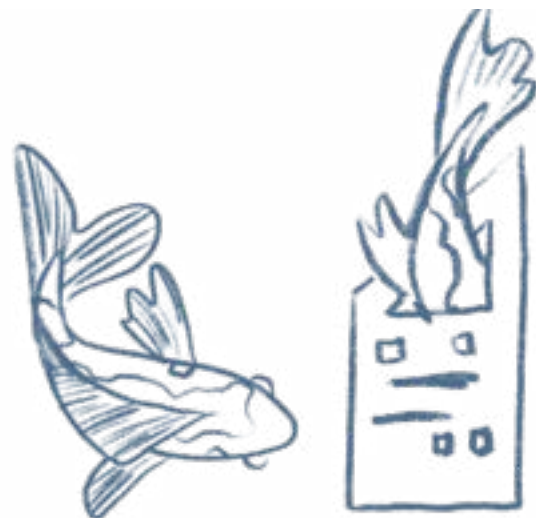




koi pond

The idea of using koi fish as imagery was inspired by the juxtaposition between the organic form of the koi fish and the rigidity of type. It allowed for the development eye catching, illustrative designs due to its fluidity and versatility. The idea of alluding to the famous Japanese garden by using the koi fish stood out because it was different from the usual use of a horse, hill, or grapes on the bottle design. The Japanese garden is a well known location on the campus to its students as well as its visitors.

Koi Pond



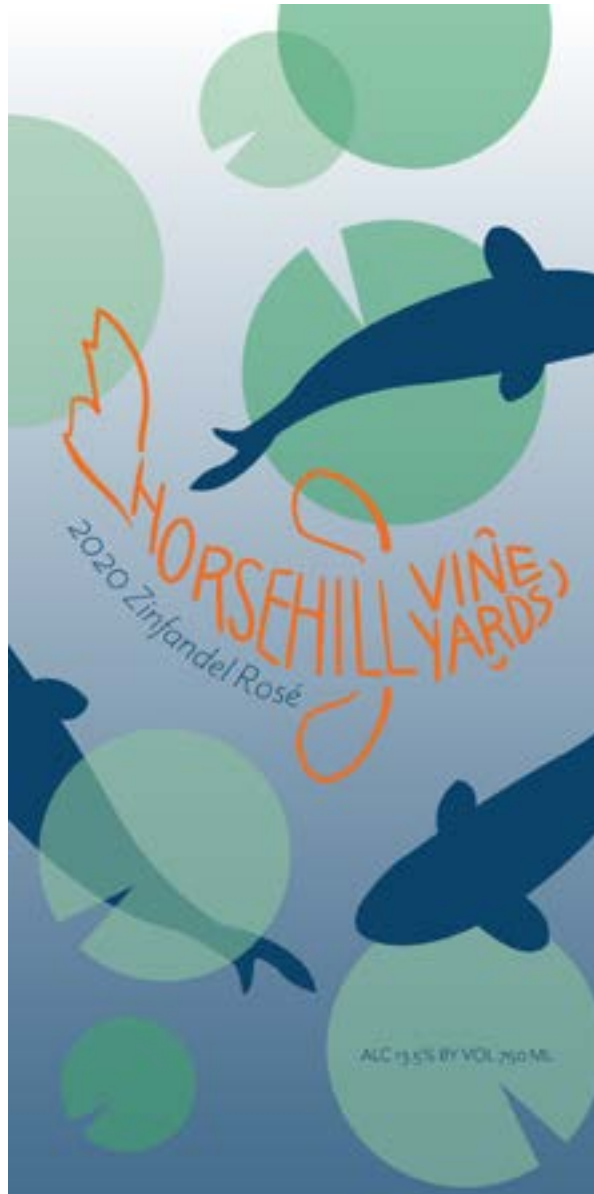
KOI FISH DESIGN

Beginning with sketches of koi fish and lily pads, experimental compositions were made. Then, taking the strongest ideas and sketches, the ideas were further developed, layered, and fractured for deeper meaning.

The idea of having a die cut label stood out during the research phase of wine bottles. Having a “non-conventional” wine label adds depth and allows the wine to stand out amongst others on the shelves. With that in mind, more sketches that highlighted irregular, die-cut labels were made.

One of the ideas that all of the group members liked was the koi fish jumping into the CLA building. The design has subtle references to the school and has an eye catching illustration to draw consumers to the bottle. The ambiguity of the CLA building is a nod to the building’s dormancy and requires the viewer to take a second look to see the reference.

The juxtaposition between the structured building and the organic koi was well balanced and beautiful. What made the design even more perfect was the shape. It looked dynamic yet still had a good amount of space experimentation with typography in the front and back of the label.



KOI FISH DESIGN

Another concept that stood out was using the silhouettes in a koi pond to create a graphic pattern. The focal point of this design is the hand-lettering, which merges typography with imagery for more meaning and visual interest.

For the sustainable canned design, a more casual and modern approach was taken. The logo features hand-done typography for a more laid-back, fun look. The designs were aimed at a younger demographic due to its convenience as well as its sustainable attributes. However it relates to Cal Poly Pomona by referencing the school's colors and the famous Japanese garden.

A sleek wine bottle design was also created using the same concept, featuring a die cut label and the same hand lettering and graphic shapes. The bottle version is more elevated compared to the canned design due to its older, more traditional demographic.



caption information



Final design

The final design is a combination of all of our efforts. We worked independently and then together to bring together everything we knew about wine and Cal Poly.

Final Design



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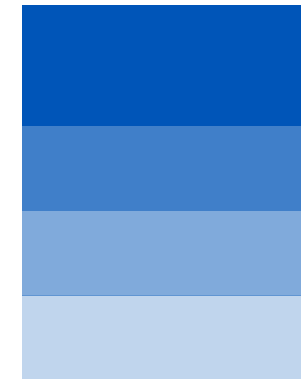
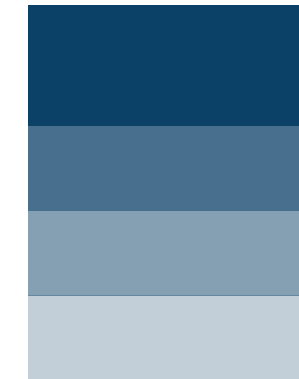


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OBJECTS ON LABEL AND THEIR MEANINGS

The solution that was arrived upon was to use the mountains and the koi fish with the CLA building. As students at Cal Poly, we are grounded in the physicality around us and that includes the buildings and environments we see and come into contact with on a daily basis.

As a commuter school, this also includes the time many of us spend traveling in our cars during sunrise and sunset and get to our classes. We are able to witness the magnificence of the beautiful beginnings and endings. Coming over the hills to see the Rose Parade Float and the beautiful sunrise just over the hills. As we arrive on campus we may walk through

the Rose Garden or stroll by the Koi Pond. It reminds us that we are a community of students, faculty and staff. We are all here in this wonderful world together.

The koi on the label is shown swimming down stream to symbolize that we have overcome the obstacles and hardships of 2020 and are headed to reaching all of the goals that have been set for us. It also symbolizes that we are working toward gaining the strength we need to continue to fight those battles.



BEAUTIFUL

The label will be an irregular shape or die-cut. This will allow for interesting movement around the bottle by the viewer. Also, the hand lettered logo will be embossed and or foiled with either a navy blue on the Zinfandel Rosé bottle or silver on the Zinfandel Red bottle. The capsules will be a coordinating color of the shade of the building that the koi fish is swimming down into. The corks will be printed with the hand lettered logo for Horsehill Vineyards.



SUSTAINABLE

One of the main foci for the group was that they wanted to offer a more sustainable solution. Throughout their research, they found many options that were very sustainable, such as paper bottles, wine-in-box, aluminium cans and biodegradable plastics. Another focus was that it be accessible to the younger generation of wine connoisseurs. I mean, why do all the older folks get to have all the fun? The conclusion was to go with an aluminum can. This solution would easily fit within the farm store's shelving and would allow the younger crowd of wine drinkers to learn how to appreciate an exceptional wine from an amazing group of students and staff.



collateral

Additional imagery is always a great way to see your work in action. We wanted to add in some items that could possibly be used for the Uncorking Event that will take place to showcase the new wines.



Collateral



SHOW OFF THE WINE!

We wanted to offer some additional elements that can accentuate the final design. The offerings here include: shipping boxes, a single individual box to house the new wines, an etched wine glass and cocktail napkins. The napkin and bottle box can be produced in alternate colors for the Red and Rosé and would coordinate beautifully with the final label design with the silver and navy foiling.

Thank
you

Julia Batterson | Catalina Hernandez | Rachel Stelzer | Emma Wahlstrom | Rachel Wong