

# Horsehill Vineyards Wine Label Project Process Book

By Rachel Stelzer

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# INTRODUCTION

# Introduction to this Project

## Horsehill Vineyards Wine Label Project for Fall 2020

This semester long project has been a lot of fun. I have explored many different aspects of type including layout, type manipulations, photography and making books.

dive deep into paragraph and character styles.

Then we began research on wine history, how its made, what types of wine there are, Southern California wine, Cal Poly wine and packaging. We had another layout assignment to make a book of 1000+ images. A more visual layout project.

We began with an ice breaker exercise to get to know our fellow students. This assignment gave us the opportunity to work on our layout skills.

As we began our label sketches and designs, we had all the tools we needed to produce an amazing label for Horsehill Vineyards and Cal Poly, Pomona.

Next was type manipulations. These are meant to give us a library of styles that we can draw from quickly and easily as we move from project to project. Allowing us to really

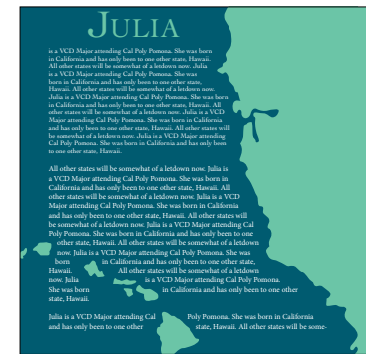
**Emma Wahlstrom**  
*Visual Communication Design*

*This is a placeholder for text. To give an intro to the article.*

*Emma is a Visual Communication Design Major attending Cal Poly Pomona. I honestly do not remember where she was from, but I think it was Los Angeles.*

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As a Visual Communication Design Major attending Cal Poly Pomona. The professor commented on the fact that she had requested to link up earlier in the day. The professor used that as a segue on how important it is to network in this business. Emma is a



# unraveled Wine Label Project

SUBTITLE CHAPTER 1 : ABOUT UNRAVELED  
 SUBHEAD 1

Subhead 2

For our first harvest, the unraveled Winery will be producing award-winning wines from the Claremont Valley, a pristine winegrowing region nestled between two coastal mountain ranges southeast of **Temecula**. Our family shares a strong connection to this land and an unrelenting commitment to improving the way we farm our vineyards and craft our wines. This year, our experience in the fields has helped us produce an exceptional selection of yummy goodness. Taking time to share food and wine with family and friends has always been a part of our family's heritage. We warmly invite you to visit our winery and tasting room to sample our wines, learn more about our history, and experience for yourself some old-fashioned unraveled family hospitality.

This year, unraveled has a vision for the unraveled Winery and Vineyards – to establish Claremont Valley as a world-class wine region. And as the family's first generation matures, the future certainly looks bright.

It's all for being unraveled, and it's all about family. We've maintained the tradition of gathering on a regular basis with close friends and relatives for delicious food and wine, to enjoy the results of our hard work. Visitors and Wine Club members are now includ-

ed in that tradition, with our winemaker dinners, harvest celebrations, and special seasonal events throughout the year.

**This is a caption for unraveled Winery.**

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 2 Acknowledgements

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 11 Subcategory 1  
 12 Subcategory 2  
 13 Subcategory 3

**20 Chapter 2**  
 21 Subcategory 1  
 22 Subcategory 2  
 23 Subcategory 3

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# History on Wine

It all started way back in Ancient China, Georgia, Iran, Persia and Sicily

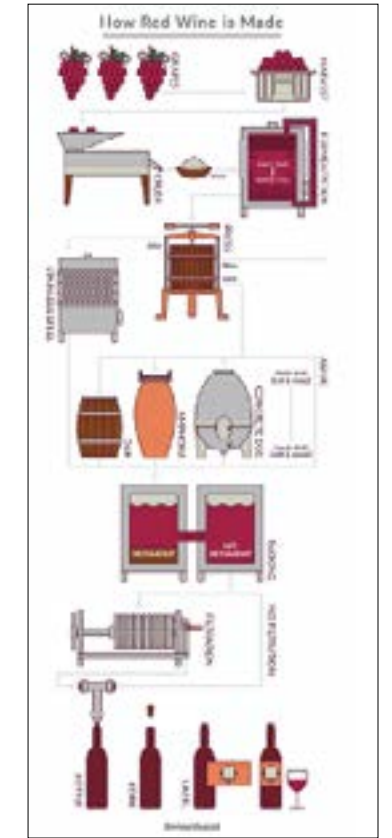
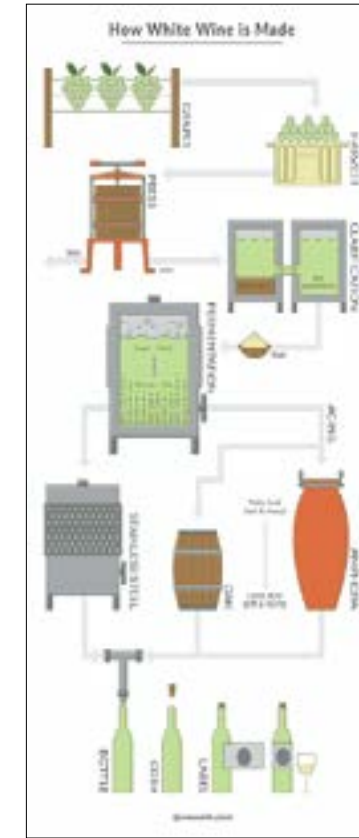
- In the 1600's, glass wine bottles were first popularized in Portugal.
- In 1857, the 1st commercial winery operation in California, in Sonoma, called Buena Vista Winery opened.
- The first bag-in-a-box wines were introduced in 1964.
- Colonial American parents would give small amounts of wine to their children. Wine for medicinal purposes.
- Over time, the humans who drank wine became dominant and passed down the taste and inclination toward wine and alcohol to their descendants; the humans who didn't, died off.
- Most cultures look at wine as a positive augmentation of social functioning.
- Due to more efficient wine making processes, Bars and pubs started to become more common with wine being a popular drink to serve.



# Types of Wine

Red or White? Rosé or Sparkling?

- There are five basic components or steps to making wine:
  - Harvesting
  - Crushing and pressing
  - Fermentation
  - Clarification
  - Aging and bottling
- Red wine is made from the must (pulp) of red or black grapes and fermentation occurs together with the grape skins, which give the wine its color.
- White wine is made by fermenting juice which is made by pressing crushed green grapes to extract a juice; the skins are removed and play no further role. Occasionally white wine is made from red grapes; this is done by extracting their juice with minimal contact with the grapes' skins.
- Rosé wines are either made from red grapes where the juice is allowed to stay in contact with the dark skins long enough to pick up a pinkish color (maceration or saignée), or (less commonly) by blending red wine with white wine. White and rosé wines extract little of the tannins contained in the skins.



# Cal Poly Wine

## Horsehill Vineyards & South Coast Wineries

- Don Galleano, the third-generation vintner who operates the Galleano Winery, selected 400 cuttings of grapevine at De Ambrogio ranch before it was demolished in 2001.
- Those cuttings then were planted at Cal Poly Pomona's nursery in hope to preserve some history of wine-producing of Cucamonga Valley.
- Today, Horsehill has been producing a very old-line Zinfandel that helped the Vineyards claim many medals among international competitions
- Students at Cal Poly Pomona cultivate and harvest the grapes then send them to South Coast Winery where the master winery also director Jon Macpherson oversees the process of making wine from beginning to end.
- Horsehill Vineyards and South Coast Wineries bottle about 400 cases each year for the college.
- There are two types of wine produced; Zinfandel Red and Zinfandel Rosé.



# Wine Packaging

## All the parts

- Wine was originally packaged in clay vessels, then wooden barrels and now, typically in glass bottles. There are more sustainable options too with bag-in-box, boxed, paper bottles, cans and biodegradable plastics.
- By 1798 labels were able to be mass produced. Labels included information such as origin, caliber and details about its mix.
- The choice between the types of wine bottle closures is critical.
- Types of traditional Wine Bottle Closures:
  - Natural Cork
  - Technical Cork
  - Synthetic Cork
  - Screw Caps
  - VinoSeal / VinoLok
  - Zorks
- Wine bottles have many different components. Everything from the cork, color of glass, shape of bottle and size of punt can make a wine present and look better.



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# GANTT CHART



# Gantt Chart Production Schedule

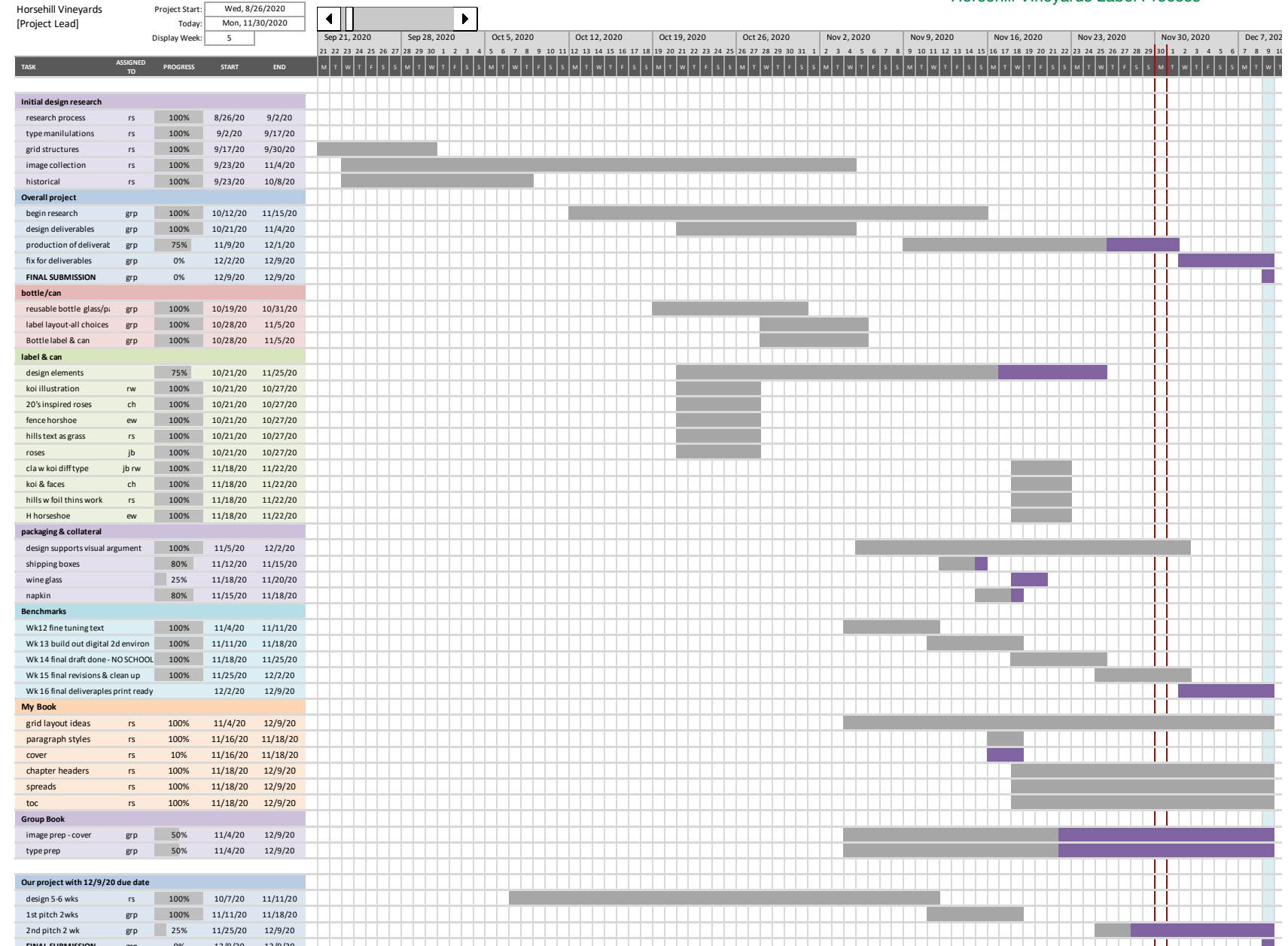
## The Production Schedule is the Bible of any Project

This was not the first time I have seen/used a Gantt chart. It was the first time filling it all in for my project. It did give me insight on the technicality of using the excel spreadsheet.

As the project began getting more moving parts I was able to keep track of what was due and when. I began with the final deadline and worked backwards based on some rough estimates of time that it takes for certain activities. This gave me the actual timeline that we needed to be on and I could compare that to our actual schedule to see what elements needed to be kicked into high gear & which ones we were looking good on.

I really enjoyed this experience and it has given me a new insight on how far in advance the design work has to begin in order for the printing to stay on schedule.

### WINE PROJECT FOR HORSEHILL VINEYARDS



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# INITIAL DESIGN

# Initial Design Research

## What is even on a Wine label?

The first step was to do some research. I went to the market and took pictures of wine bottles. I have looked at wine labels before, but had never paid much attention to what was on them and had no idea what I was getting into. The amount of good, and bad, design was staggering. I had so much fun looking at the variety of it all.

Not only were the labels designed, but also, the capsules, corks, bottles, punts, corks, etc. Every aspect of the bottle. There was a host of imagery.



# Initial Design Sketches

## Best part of any Project, Sketches!

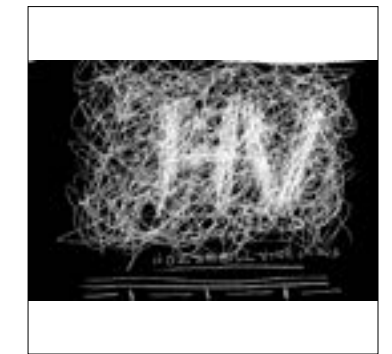
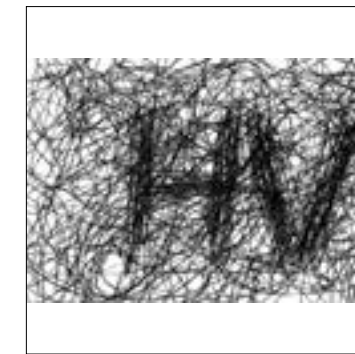
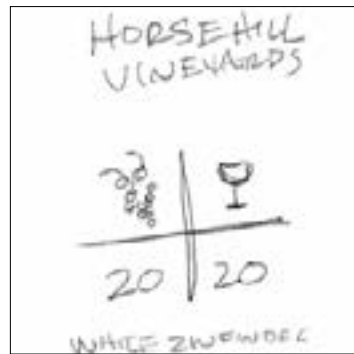
Then I got to go home and do some sketching. I began with some simple designs and as I sketched, more ideas began to flow. How about a die cut label, clear sticker, or other ways of putting the information on to the bottle.

What style could the bottle be? Glass, plastic, cans? How can we make this project more sustainable and better for the environment.

Maybe we can do something fun with the punt and capsule. How much does that cost and is it in the budget.

We were told to design to our hearts content. Sky's the limit. So I decided to just go for it and see where it leads me.

Colors were also something that would come into play at the next level and I was kind of looking at sunsets and vintage color palettes.



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# DIGITAL DESIGN

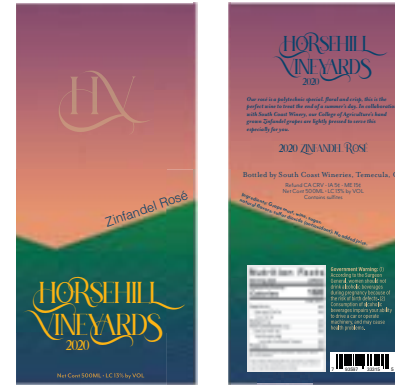
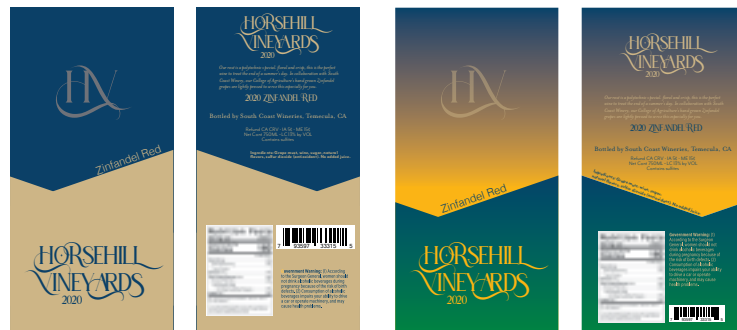
# Digital Design

## Now to get these ideas into the computer

I began narrowing down color choices and began playing with fonts to see what kind of feel I was looking for. Still in my vintage thoughts, I wanted to also incorporate sunsets into the theme.

I began with some retro modern ideas with color and style. Some flat area of a hillside scene. I then began playing with texture and gradation.

Then I wanted to see what all needed to be on the back of the bottle as far as text goes. I began doing some type manipulations to see how I wanted to arrange that information in a way that is easy to read and has a visual hierarchy.



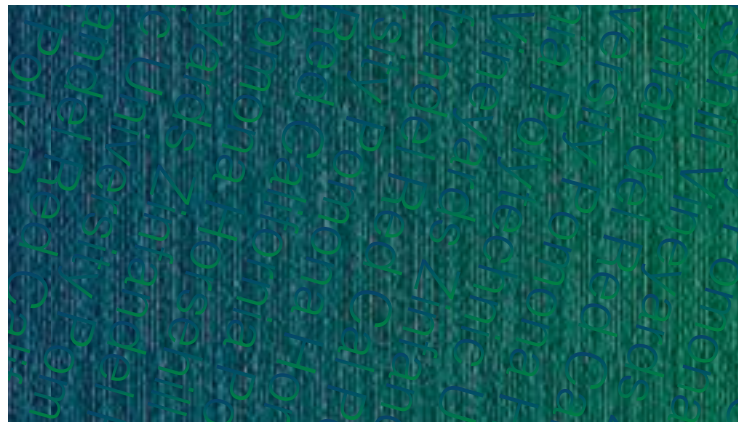
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# Revisions to My Designs

## Continuing the Process

I focused primarily on layering meaning between the sunsets and the larger entity of the University by incorporating Cal Poly Pomona's logo colors in gradations. I began creating a design that sets the mountains as a back drop of the campus. I wanted to further explore fracture in the design by creating a grassy texture out of the text to apply to the hills.

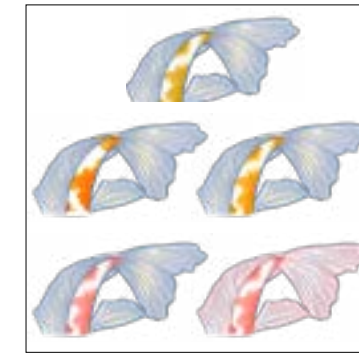


# Group Work Begins

## Begin Group Work

At this stage in the game we needed to begin working together to add in all the elements we loved. Everyone on the team had something to add, but we had to be careful to come up with a cohesive design, but not throw in everything that we liked.

We knew we wanted the hills, koi fish and CLA building. The next phase was working together to make these elements mesh together in harmony.





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**FINAL DESIGN**

# Final design submission

## Working Together

I began collecting the pieces and we worked together via ZOOM to clean up all the illustrations and artwork in Adobe Illustrator.

Since I have done print work in the past, I took the lead. I shared how to clean up the art, making sure that the lines are all clean and nothing overlaps unless called for. I converted RGB imagery to CMYK and made sure all the colors used were in CMYK. Also, made separate layer for any items that were going to be foiled, embossed or have a spot color so the printer will know these are special elements to work with.

We chose to stay within the Cal Poly University's colors, using the blues and an accent of orange on the koi fish.

PANTONE  
**7694C**



CMYK 100/57/9/52  
RGB 1/66/106  
HEX 01426A



PANTONE  
**2935C**



CMYK 100/52/0/0  
RGB 0/87/184  
HEX 0057B8



# Final work

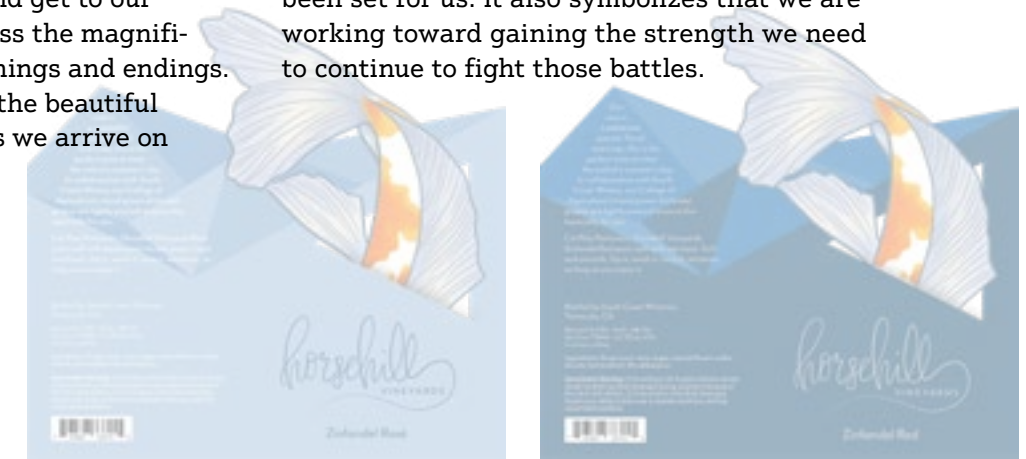
## Objects on label and their meanings

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 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.



# Rosé Label

# Red Label

Hills and building are % tints of PANTONE 2935 as CMYK

Type is a % of white to have reversed look



Navy blue foil and embossed logo and type of wine

Hills and building are % tints of PANTONE 7694 as CMYK

Type is light gray to have reversed look



Silver foil and embossed logo and type of wine

## 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.



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# COLLATERAL DESIGN

# Collateral Design

## 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 to...

## Everyone who worked on this project with me.

This project has been eye opening into the world of wine. I am not a wine drinker and have really enjoyed learning about the history and process that go into every aspect of design.

First, my team mates; Julia Batterson, Catalina Hernandez, Emma Wahlstrom and Rachel Wong

Second, the College of Agriculture, the Collins College of Hospitality and the College of Environmental Design all from California Polytechnic College of Pomona.

Lastly, Thank you to Professor Sarah Meyer for arranging the opportunity for us to get to know this industry and how all of the pieces of the puzzle fit together.



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