

**IDENTITY
DEVELOPMENT:**

**Provincial Wines
Logo Development**

IDENTITY DEVELOPMENT:

DESIGN BRIEF

A logo in a companies identity sytem is an important part in telling what the company offers and who the company is trying to target. However, the logo is only the first part to the identity system and how the logo is applied to different applications becomes important as well. The logo for 'Provincial Wines' has two main goals that are considered.

The first goal is to develop a mark that is highly legible and can be applied to numerous forms of media. This includes; a stationery kit, shipping boxes, wine labels, website use, and various other forms of promotional media.

The second goal of the logo is to apply a distinct style. 'Provincial Wines' wants to express a few different styles including:

expensive, professional, and exclusive. These ideas were thought through by use of different type styles and various mark/type combinations.

The combination of those two goals will make for a logo that will play a very useful part of a successful companies identity, which will have a distinct look and lasting effect on consumers.

**IDENTITY
DEVELOPMENT:**

OPTION 3

**PROVINCIAL
WINES**

**PROVINCIAL
WINES**

**IDENTITY
DEVELOPMENT:**

OPTION 4

prvincial wines

prvincial wines

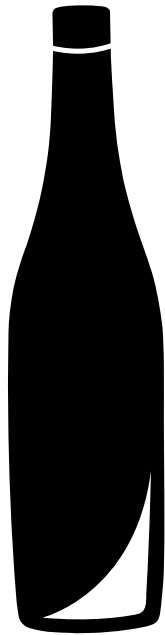
IDENTITY DEVELOPMENT:

OPTION 5



**IDENTITY
DEVELOPMENT:**

OPTION 6



provincial*wines*



provincial*wines*

**IDENTITY
DEVELOPMENT:**

OPTION 7

PROVINCIAL
wines



PROVINCIAL
wines



**IDENTITY
DEVELOPMENT:**

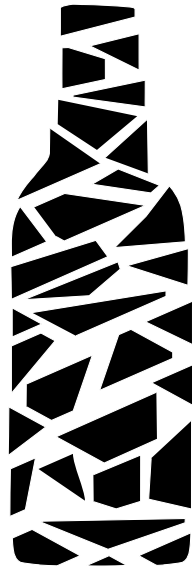
OPTION 8

Provincial wines

Provincial wines

IDENTITY
DEVELOPMENT:

OPTION 9



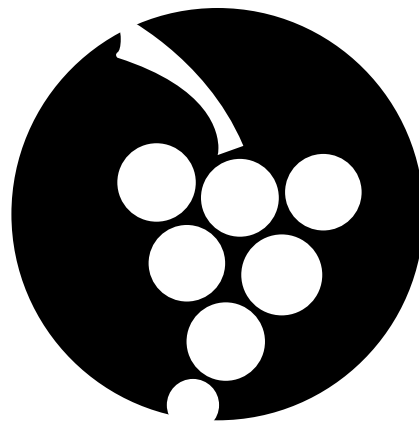
provincial
wines



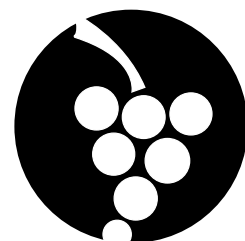
provincial
wines

**IDENTITY
DEVELOPMENT:**

OPTION 10



PROVINCIALWINES



PROVINCIALWINES