



# STUDIO BEVERAGE GROUP

Proposed Brand Identity | Selena Krivoruchko



# CREATIVE BRIEF



## CLIENT

Studio Beverage Group (SBG)

## ABOUT

SBG works directly with knowledgeable grape-growers to ensure they're getting the best of the best. SBG is a collection of boutique wineries in the heart of California Wine Country. Their collection of fine wines has received rave reviews from some of the most respected critics in the world.

## OPPORTUNITY

Until now, SBG has had no proper branding or identity. They've recently decided they want a full brand identity and business cabinet to look more professional when dealing with their clients and gaining clients in the future.

## OBJECTIVE

Create a brand identity with a matching business cabinet including - business cards, letterheads, envelopes, and various collateral.

# CREATIVE BRIEF



When it came to creating the brand identity, SBG had given me a few things to consider. These weren't requirements, though it did help me create a type of brand that might work for them.

## THINGS TO KEEP IN MIND FOR LOGO

Interesting Typographic style

More modern - millennials

Avoid serifs

Geometric shapes

Needs to be legible

Think winery

Delicate

Likes circular design

Interlocking letters

## THINGS TO KEEP IN MIND FOR COLLATERAL

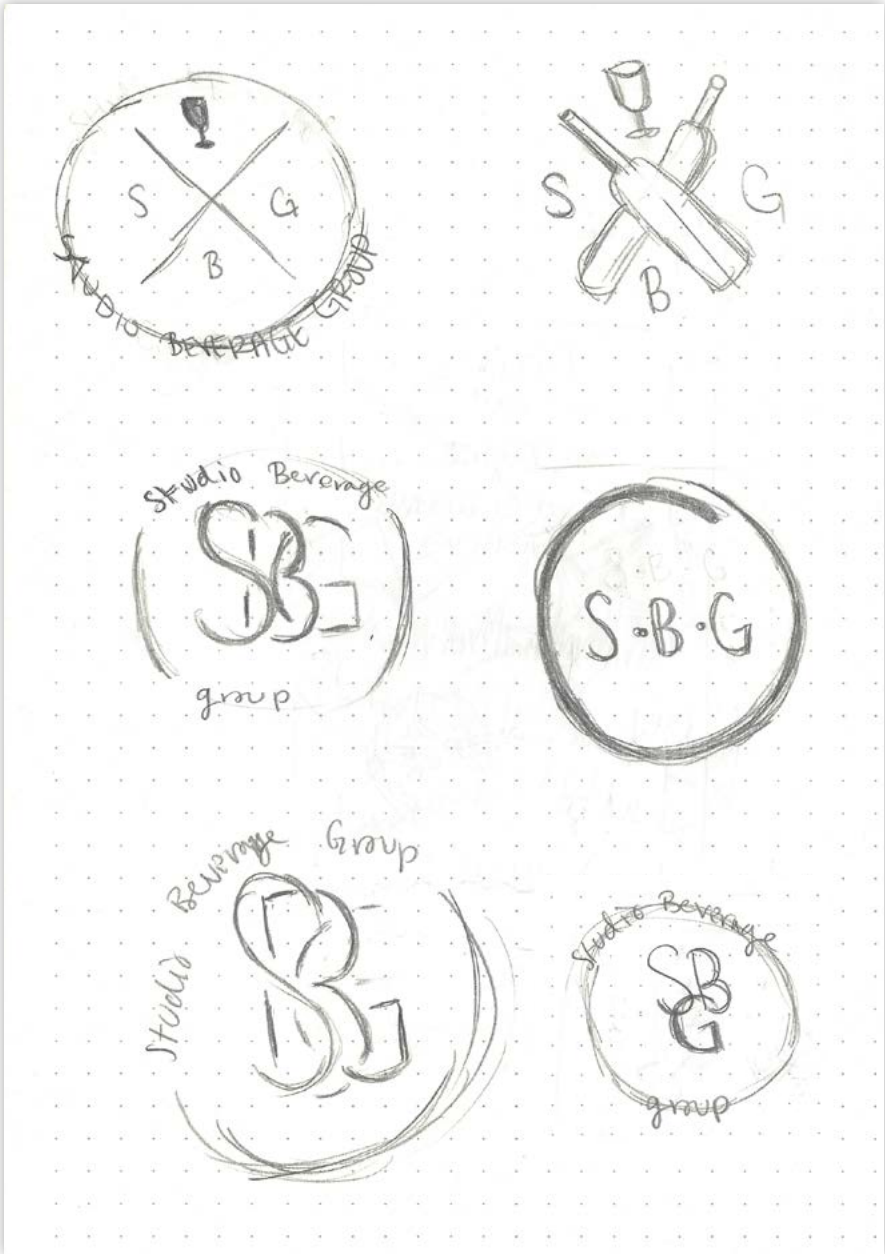
business card - space for taking notes

letterhead - no bleed so they don't have to worry about borders

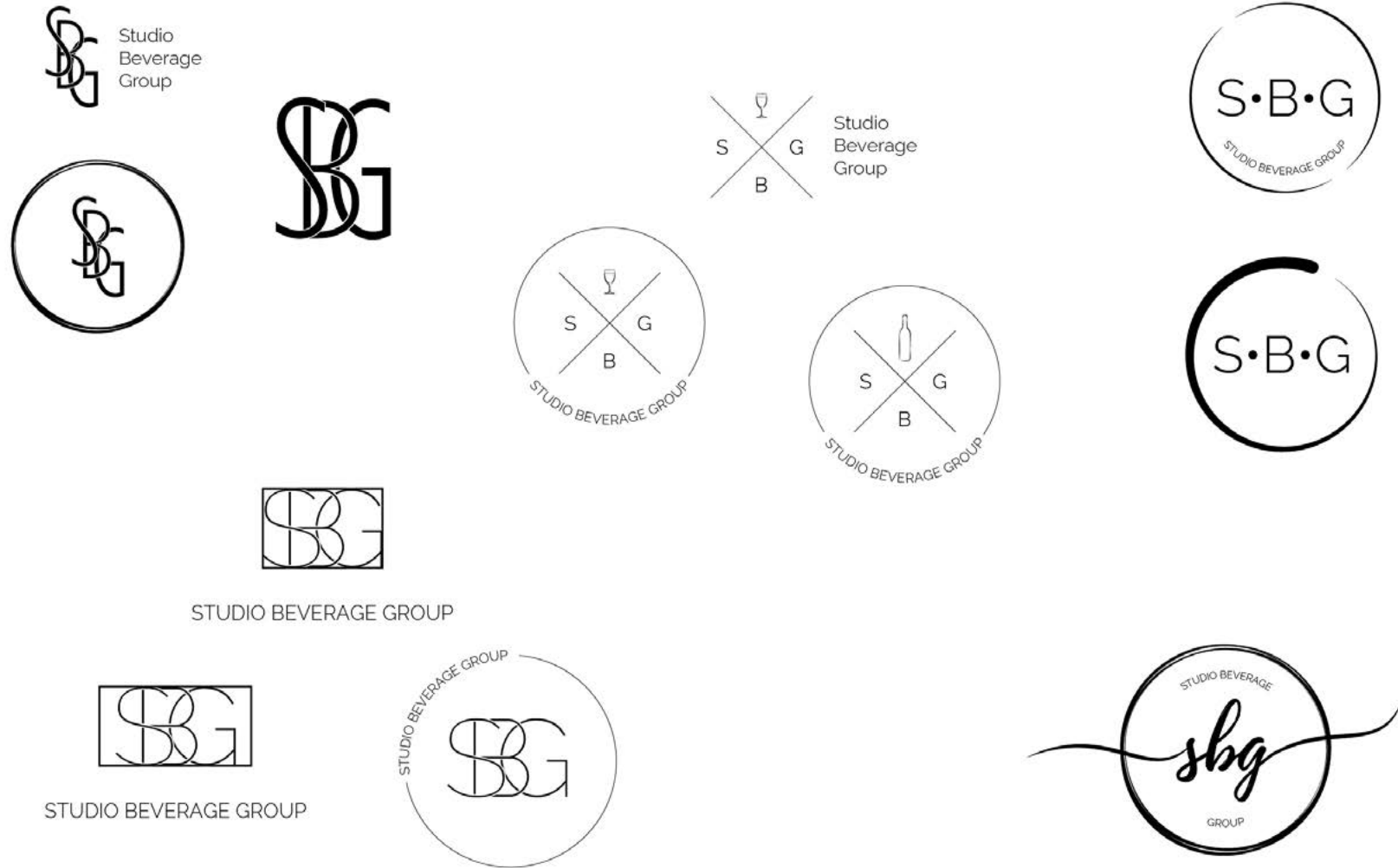
# INSPIRATION



# SKETCHES

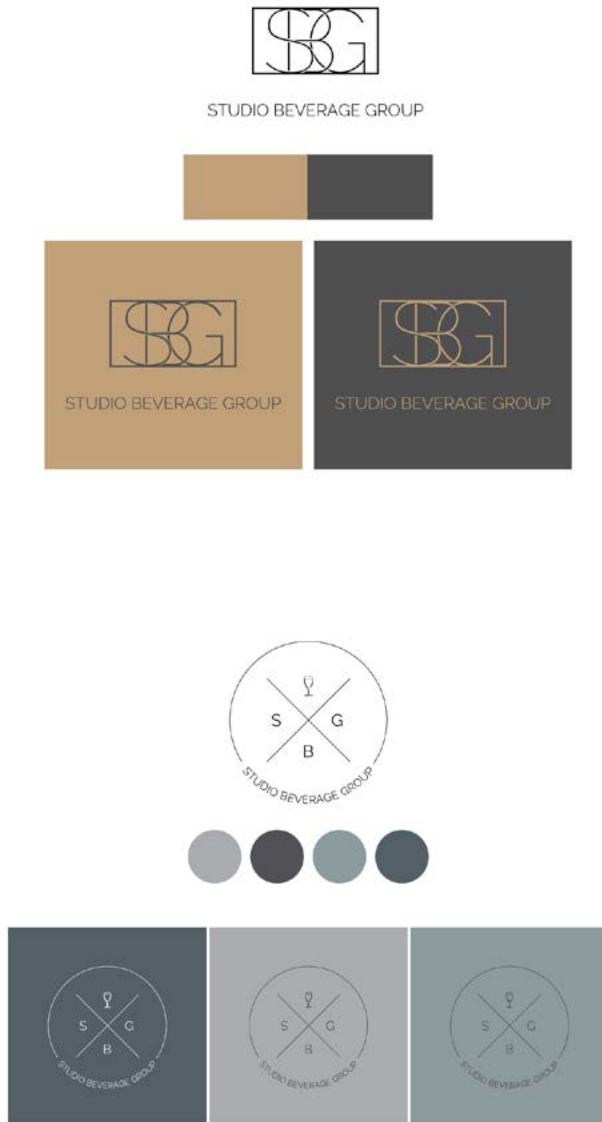


# PROCESS





# PROCESS



FINAL LOGO



STUDIO BEVERAGE GROUP



# BRAND



STUDIO BEVERAGE GROUP



# BUSINESS CABINET



# COLLATERAL





WINE GLASSES

