

PROFILE

DON'T FORGET THE WINE: **BRAND IDENTITY FOR, HMM WHO WAS THAT? OH YES.**

This bespoke identity for international wine marketing consultant Catherine Karras modernises an existing mark conceived of by the owner. The string tied to the finger draws on a well known mnemonic device used as a memory trigger. We expanded the brand narrative to include a suite of 9 marks in total. Each of the additional 8 marks in the suite infers a new audience and new conversation by coopting a familiar hand and finger-based gesture (not all of them polite). Each gesture is idiosyncratic, invokes a particular audience or set of circumstances and suggests in their own way that they too will not forget the wine.

The restrained and modern line aesthetic draws on a design style familiar to contemporary audiences and utilises a strategy familiar to arts based organisations prioritising the presentation of the artist by pushing the brand into a secondary function. In this case the wine is foregrounded and the focus of all communication.

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