





# AYRSHIRE

VSCD 421 B  
Build a Brand: Creative Rationale  
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# Introduction

Ayrshire Vineyards is a wine brand created in 2023 that I made in partnership, and have decided to redesign in this project. Ayrshire is a wine brand defined by its energetic and bold flavours, stand-out cute bottle designs, and an emphasis on sharing fun experiences with friends.

My intent is to shift the purpose of my brand, so that it aligns with a set of values, and has a sense of purpose. The direction I decided to lean into was a sustainably driven brand: my brand's goal is to have minimal impact on the environment.

Old logo



Old bottle designs



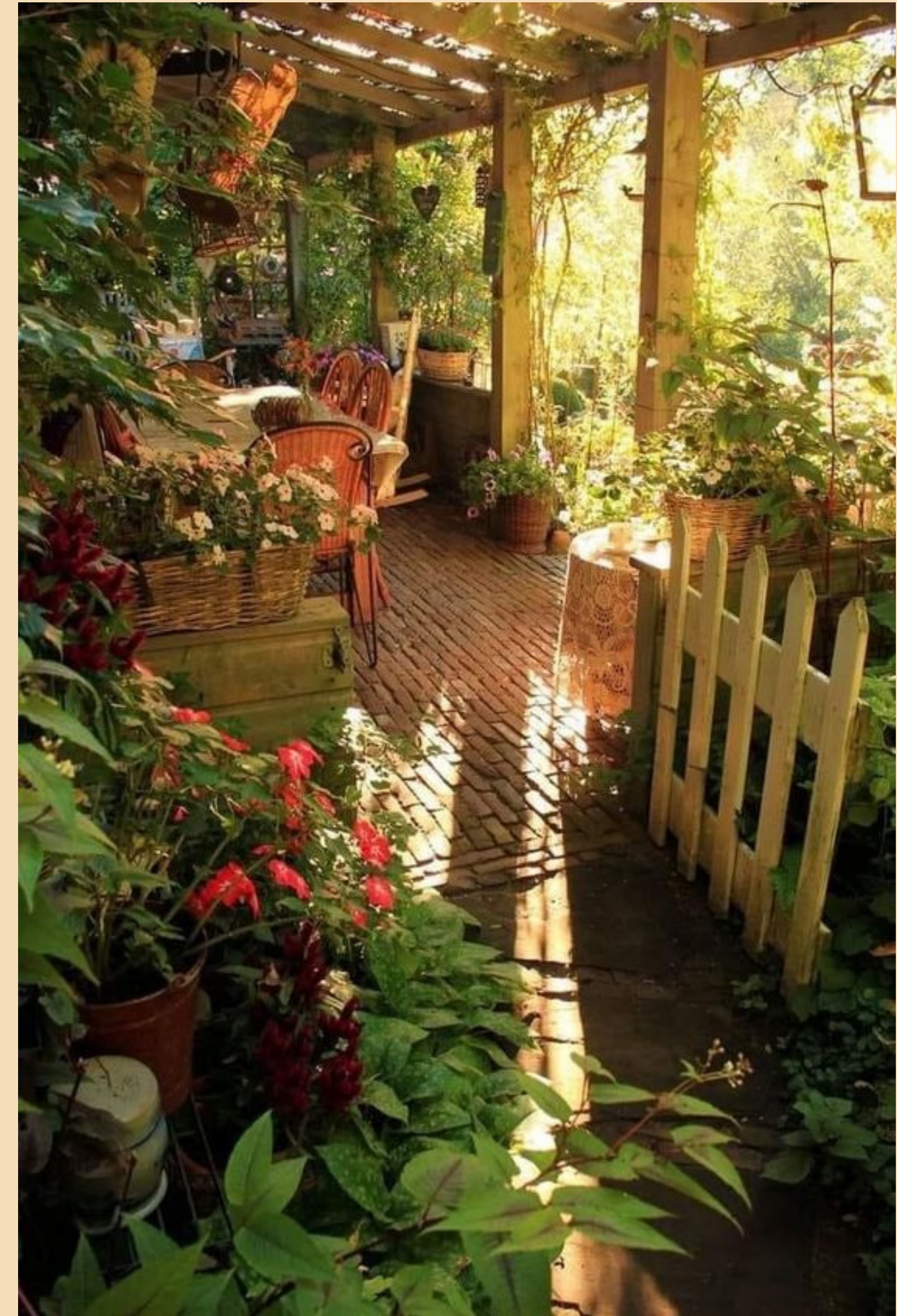
# The Shift

The original personality of Ayrshire is quirky, stand-out, and ‘being different for the sake of uniqueness’. In this rebrand I would like Ayrshire to have a clear purpose: sustainability, and not interfering with nature’s processes.

I believe that a shift in tone is necessary for conveying this message, and so I started by creating a ‘vibe’ using word-association:

- . farmhouse, quaint, cottage, the shire, freshly picked fruits and veggies, simple life, happy place, picnic, feminine, traditional, hand-made, romantic, lush, full of plants and life, cozy
- . (personality) lighthearted, sweet, soft tone, pastel, subtle, simple, quiet, whisper

Additionally I decided to shorten the name to just “Ayrshire” so that it’s not such a mouthful.





# Audience

- . millennial-plus aged women
- . they desire to live a simple life on a farm, baking bread, cooking meals from scratch for their family, going for picnics, frolicking in flower fields, being in nature
- . sustainably driven—care about nature, reducing their impact, they prefer to buy all organic foods
- . possibly a stay at home mom, or an mature retired woman
- . wine is for picnics with friends, dinner parties, in their garden, on their plant-overgrown front porch
- . was or is a “horse girl”, and enjoys being out in the countryside
- . tends to their own rooftop garden, they grow their own veggies and herbs

- . <https://scholarworks.calstate.edu/downloads/w0892d497>
- . <https://www.businesswire.com/news/home/20211014005090/en/Recent-Study-Reveals-More-Than-a-Third-of-Global-Consumers-Are-Willing-to-Pay-More-for-Sustainability-as-Demand-Grows-for-Environmentally-Friendly-Alternatives>
- . “one third of Millennials will choose a sustainable alternative when available, whereas older generations are less likely to actively choose sustainable alternatives (24-29 percent).”



this is a life they desire^



## ‘The Free Spirit’

Through my research, I found that wine consumers really care sustainability: there was a study done in Australia that asked wine consumers what they found most important when buying wines, and sustainability was ranked 4th most important after affordable prices, safety and hygiene practices, and healthier options.

Ayrshire aims to reach this audience that cares deeply about nature, and living a natural lifestyle.

- <https://www.wineaustralia.com/news/market-bulletin/issue-302>





# Competitors

Revino is a wine brand that implements a reusable wine bottle system, with the aim to reduce industry emissions. Each bottle has 50 reuses, and their bottles are plain and have no visible branding on them. The tone of their brand is playful and light, and their end goal is to be a fully sustainable company.

- <https://www.meiningers-international.com/wine/news-wine/us-launches-first-reusable-wine-bottle-system>  
<https://www.revinobottles.com/>

<https://discoversustainablewine.com/our-favorites/>



# Beaux Frères

Beaux Freres is a wine brand with clear goals surrounding the land and how they are farming responsibly. They actualize these goals through 'bio-dynamic farming', and this concept sounds like it would fit Ayrshire very well.

They have a vintage aesthetic, simple and evocative of farm living, with watercolour paintings for labels.

<https://beauxfreres.com/the-land/>

- bio-dynamic farming:
- “Bio-dynamic plants are grown in the ground in living soil, which provides a quality of health and nutrition not possible with chemical fertilizers or hydroponic growing. Bio-dynamic farms aspire to generate their own fertility through composting, integrating animals, cover cropping, and crop rotation.”
- <https://www.biodynamics.com/biodynamic-principles-and-practices#:~:text=Biodynamic%20plants%20are%20grown%20in,cover%20cropping%2C%20and%20crop%20rotation.>





# reyneke ORGANIC

Reyneke is another all natural wine brand, and they pride themselves on their self-sufficient farms and bio-dynamic wine-making. They believe “planting, pruning, harvesting and general vineyard practices all happen at nature’s pace. We work with natural and cosmic cycles, rhythms and forces that regulate all life on earth to create a harmonious whole”.

<https://www.reynekewines.co.za/>

- . bottle designs are extremely simple
- . minimal text
- . minimal paper on the bottle
- . 3 colours max (red, white, beige)
- . or black and white
- . clean design
- . looks like olive oil





Tablas Creek is another sustainable wine brand, with elegant unified bottle designs. They stress that their brand is regenerative organic certified.

Regenerative Organic Certified ??  
 “We believe in the potential for regenerative agriculture to make a meaningful contribution to solving the world’s most pressing climate and resource challenges.”

<https://tablascreek.com/>  
<https://regenorganic.org/>

- bottles have same design on all of them (unified)
- slight variation with colour / gold/silver/black details





# Reasoning Behind Design Choices

The goal of Ayrshire's identity rebrand is to shift the tone towards being interconnected with nature's processes, where sustainability becomes the focus and goal of the brand. The farms Ayrshire is built upon has a history of cows living on it for decades, creating perfect fertilized soil, and perfect conditions for making organic wine. Additionally, Ayrshire still has farm animals living on the vineyards that continue to make our soils full of nutrients.

The new Ayrshire leans into imagery that is reminiscent of Beatrix Potter, JRR Tolkien and the Arts and Crafts Movement because it alludes to older times when we were more connected with nature. This imagery includes hand-drawn typography, flowing botanical patterns, and old book covers layouts. This design direction also includes soft spot paintings that depict natural, quaint scenes. We are trying to hit the vibe of going back to olden times.



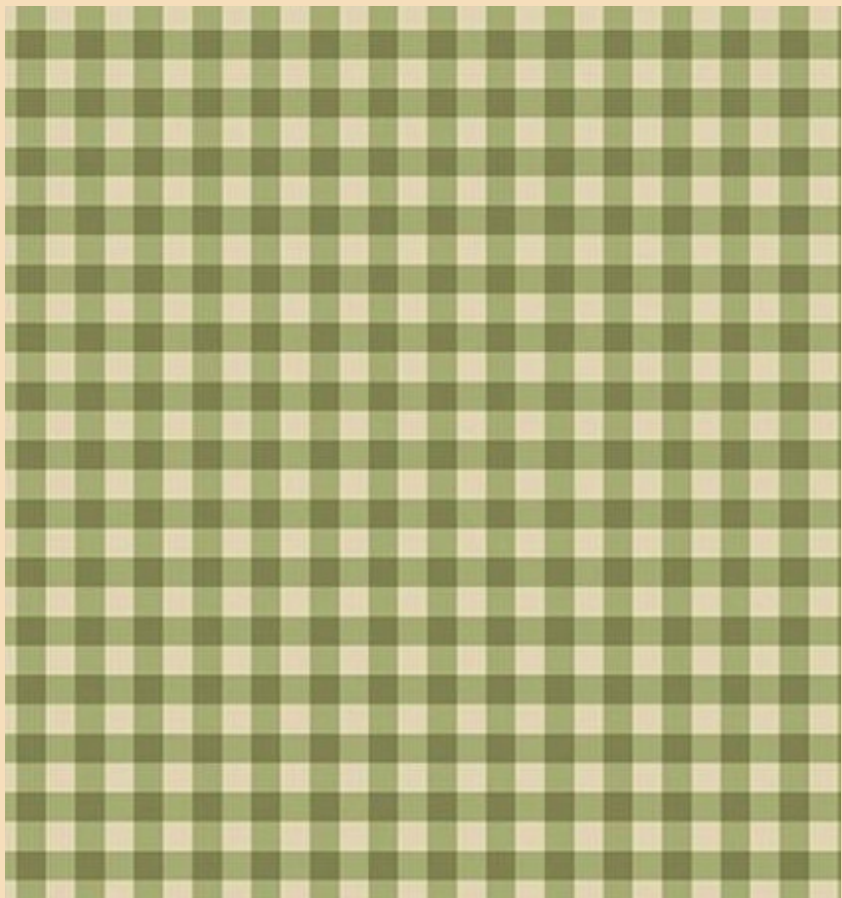








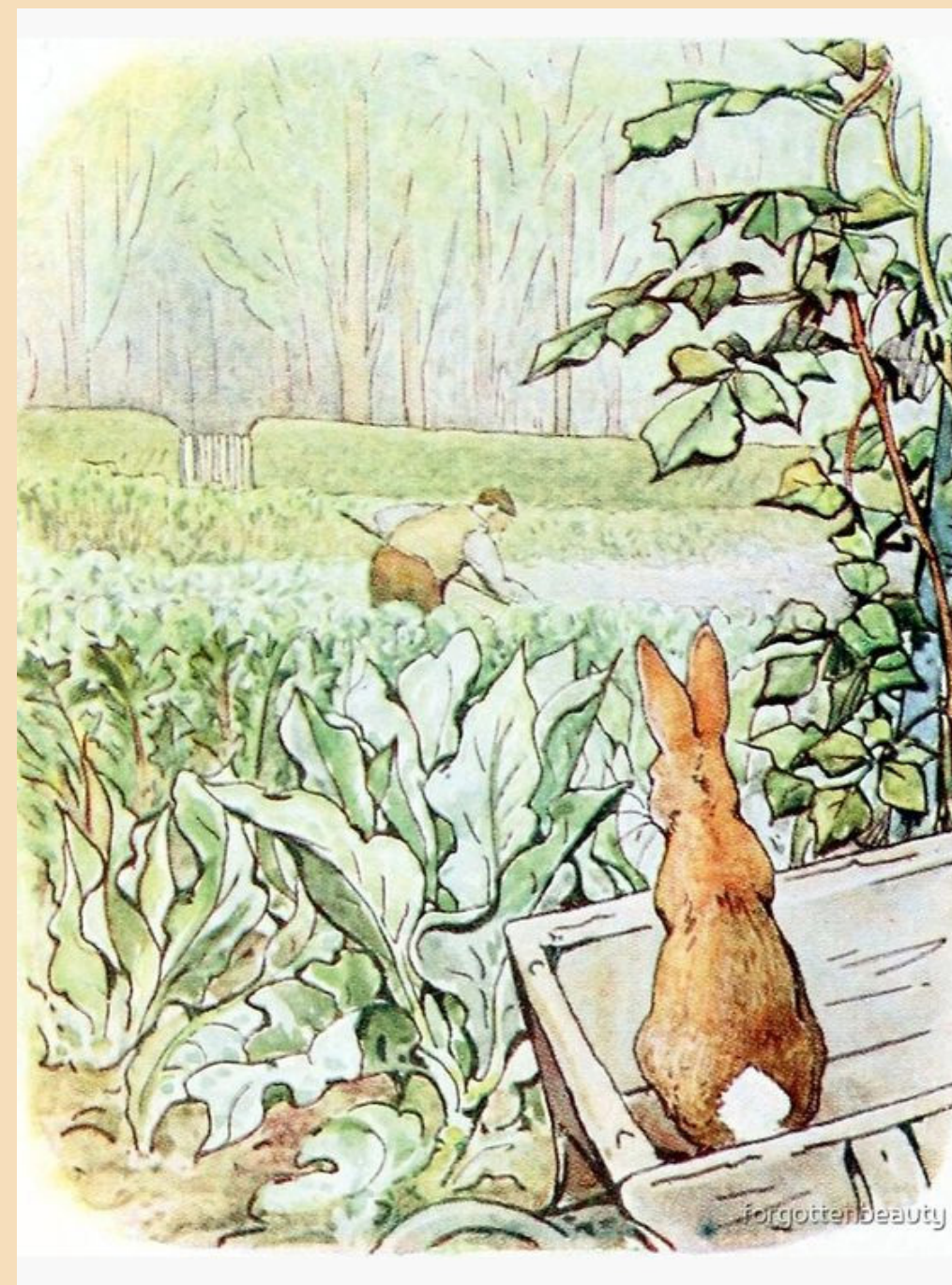






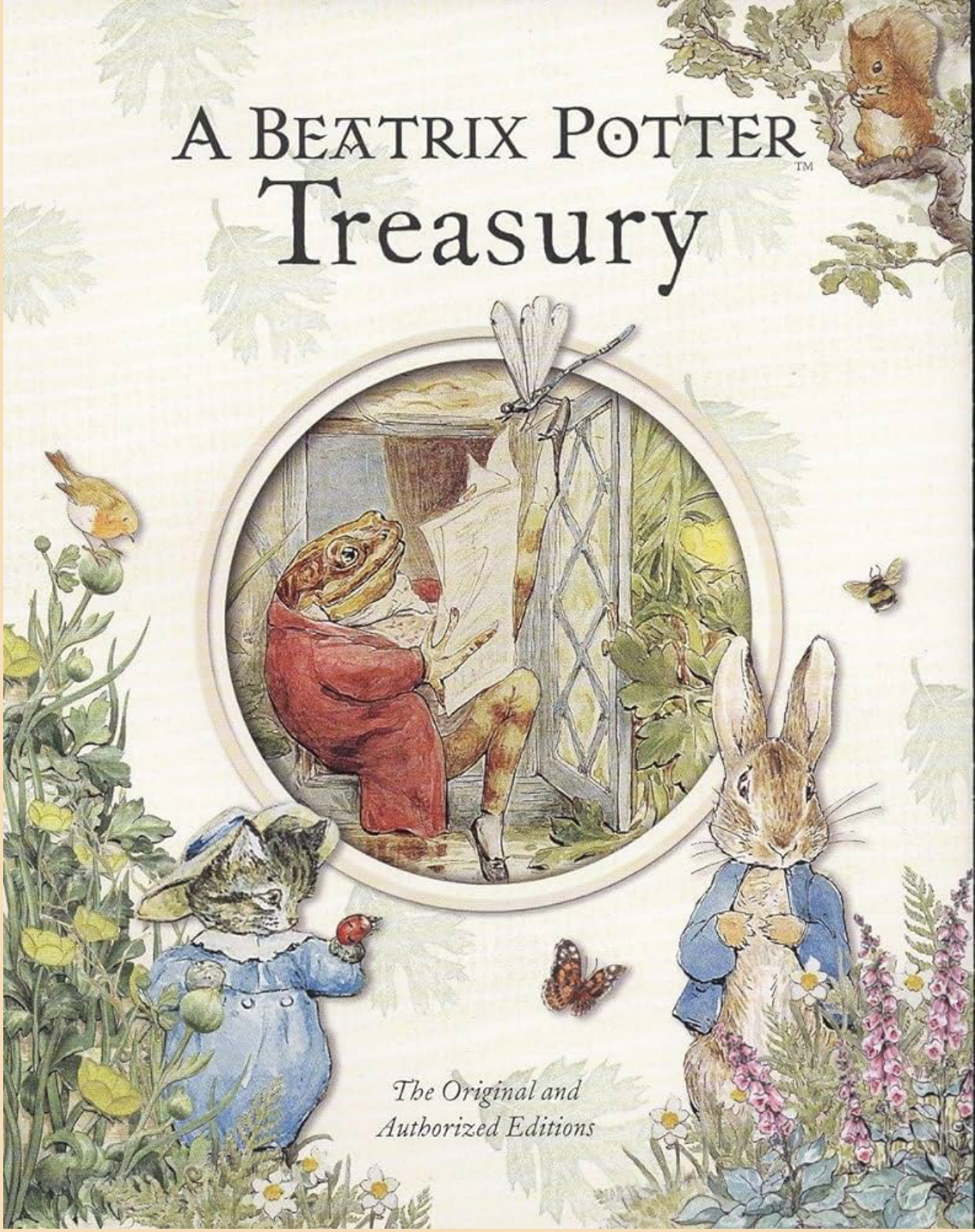
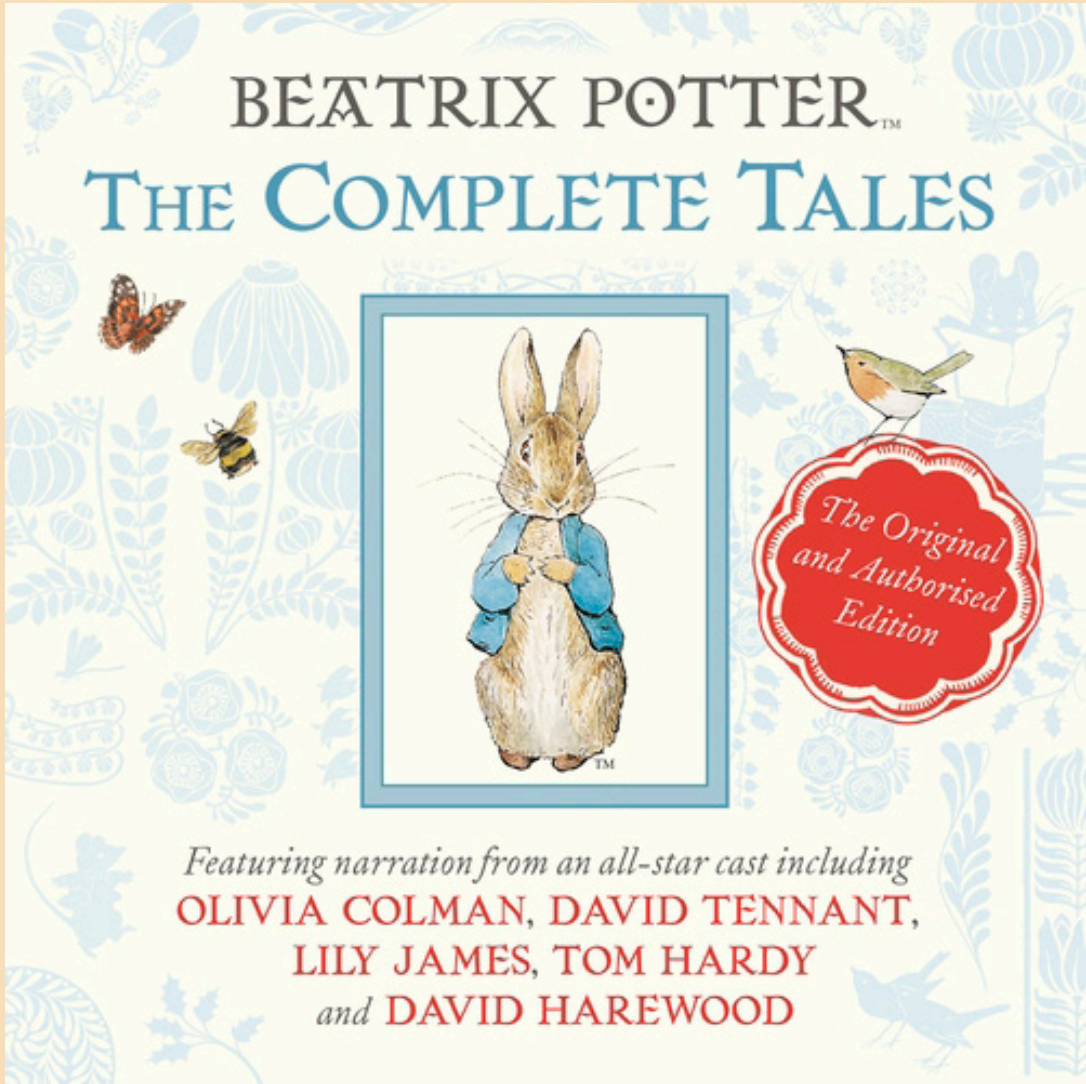
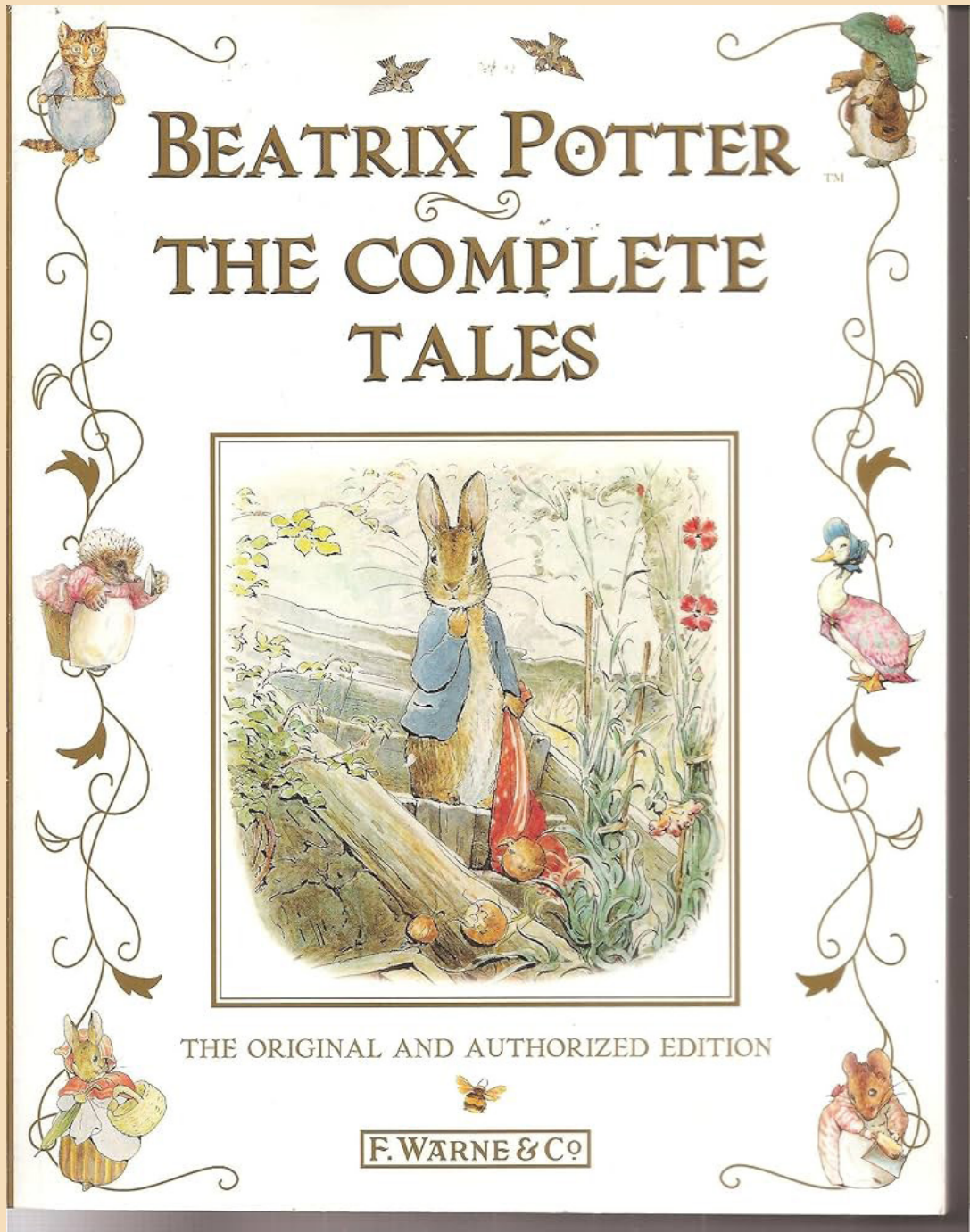
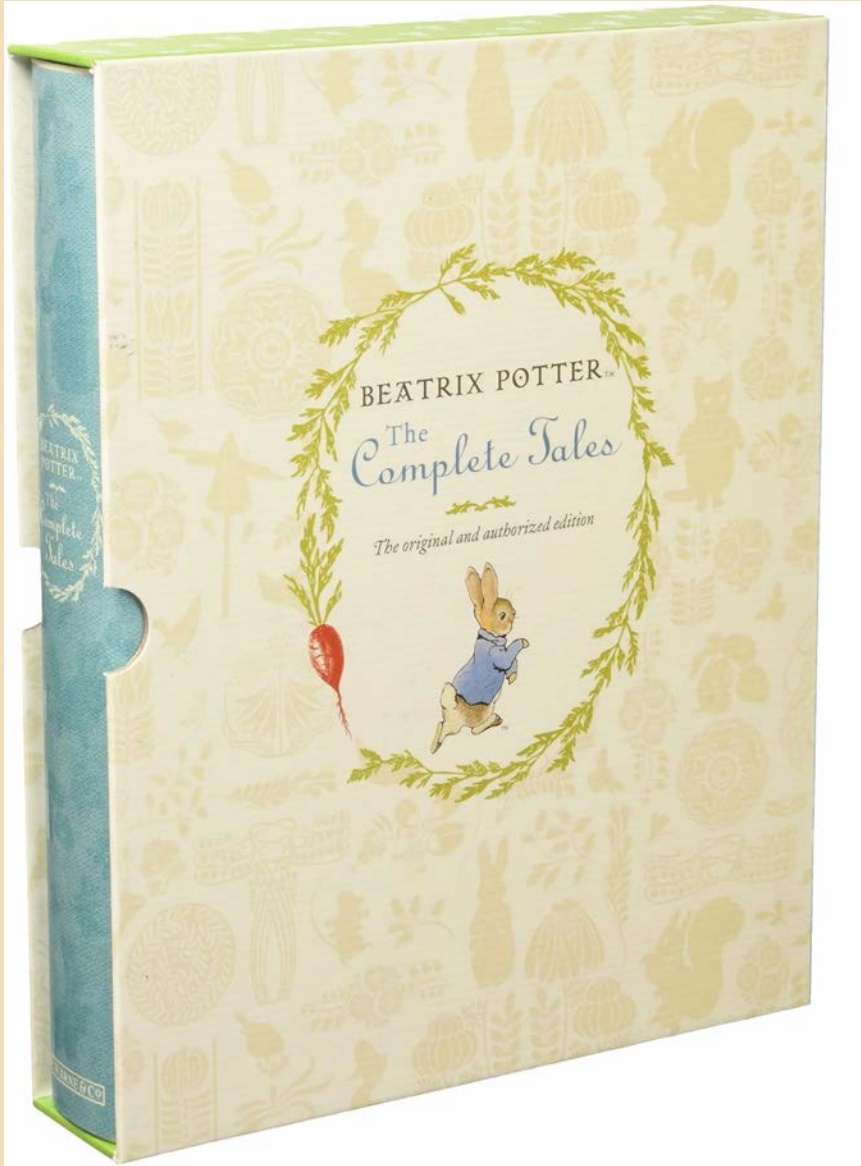
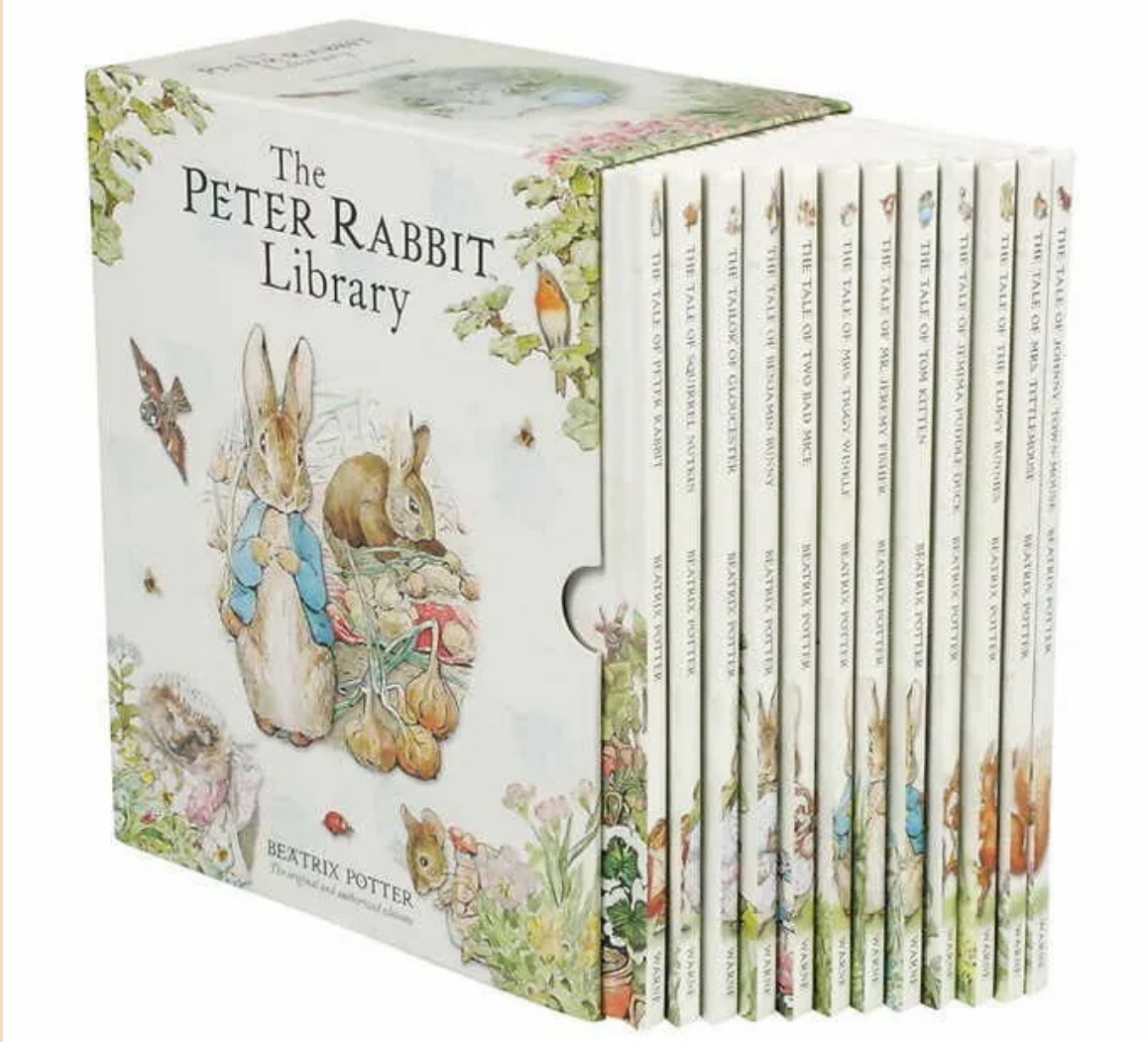
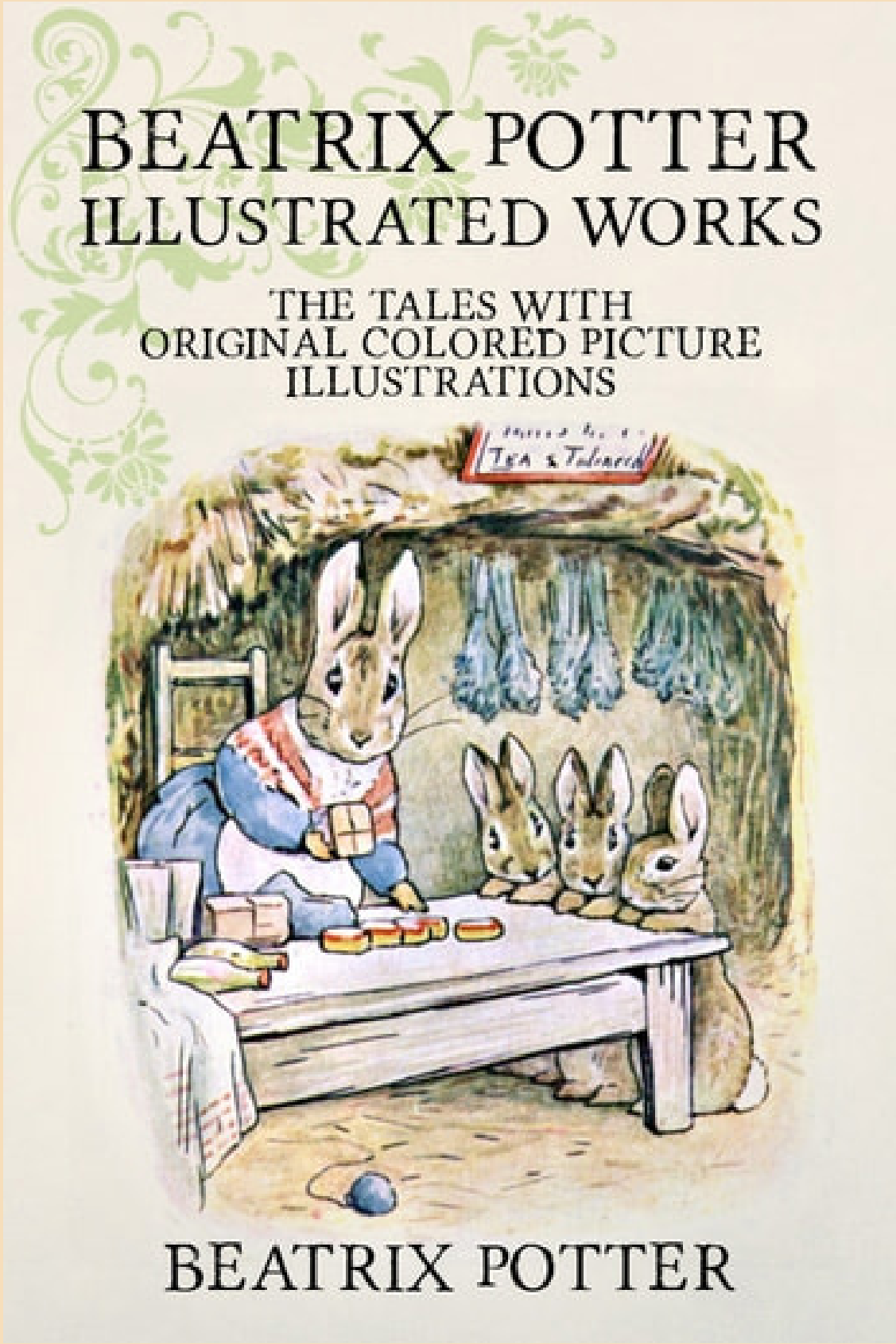
## Beatrix Potter paintings

- ✓ Peter Rabbit imagery
- ✓ watercolour dry brush technique
- ✓ quaint, simple lives
- ✓ lush natural scenes\*\*
- ✓ farm animals





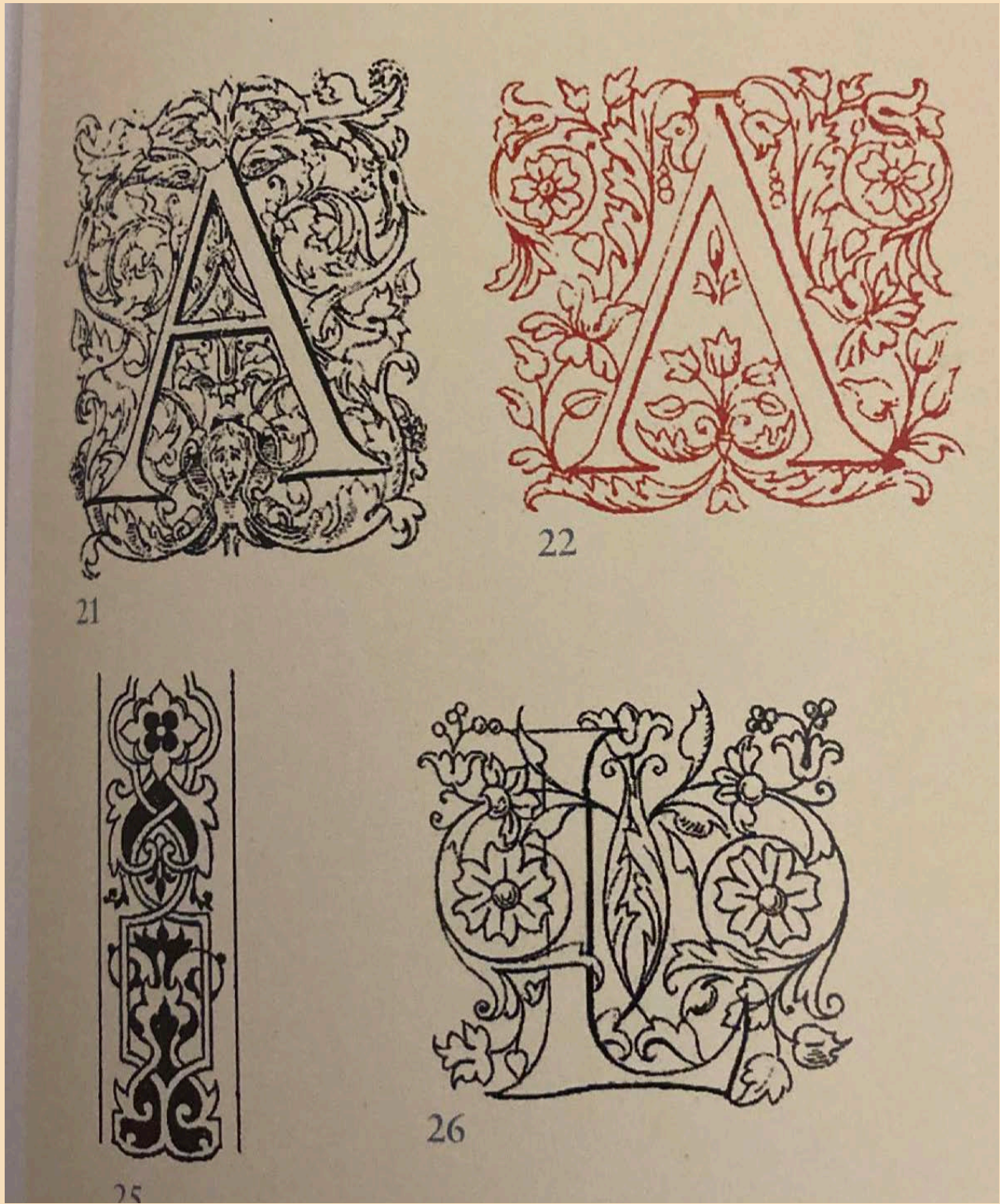
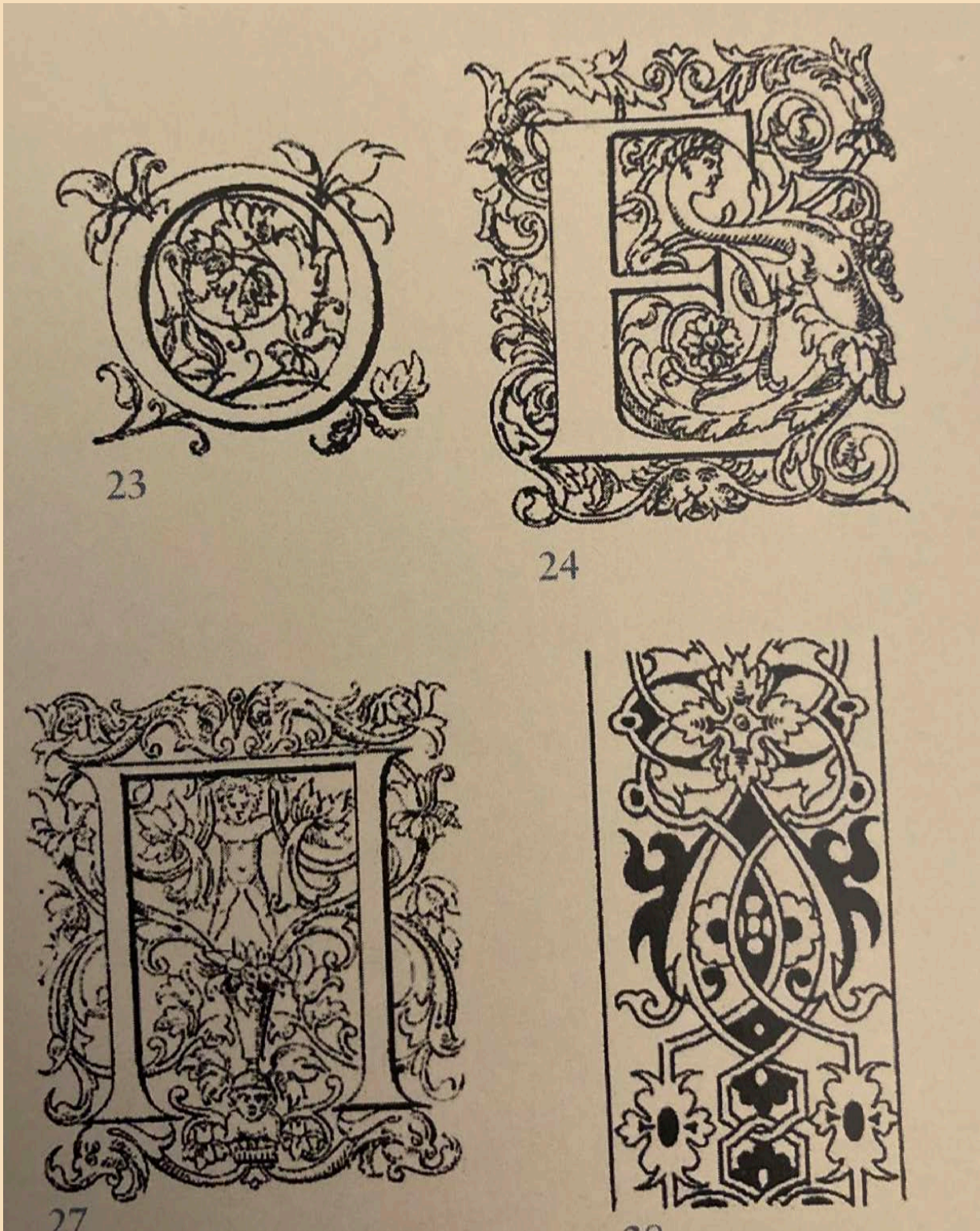
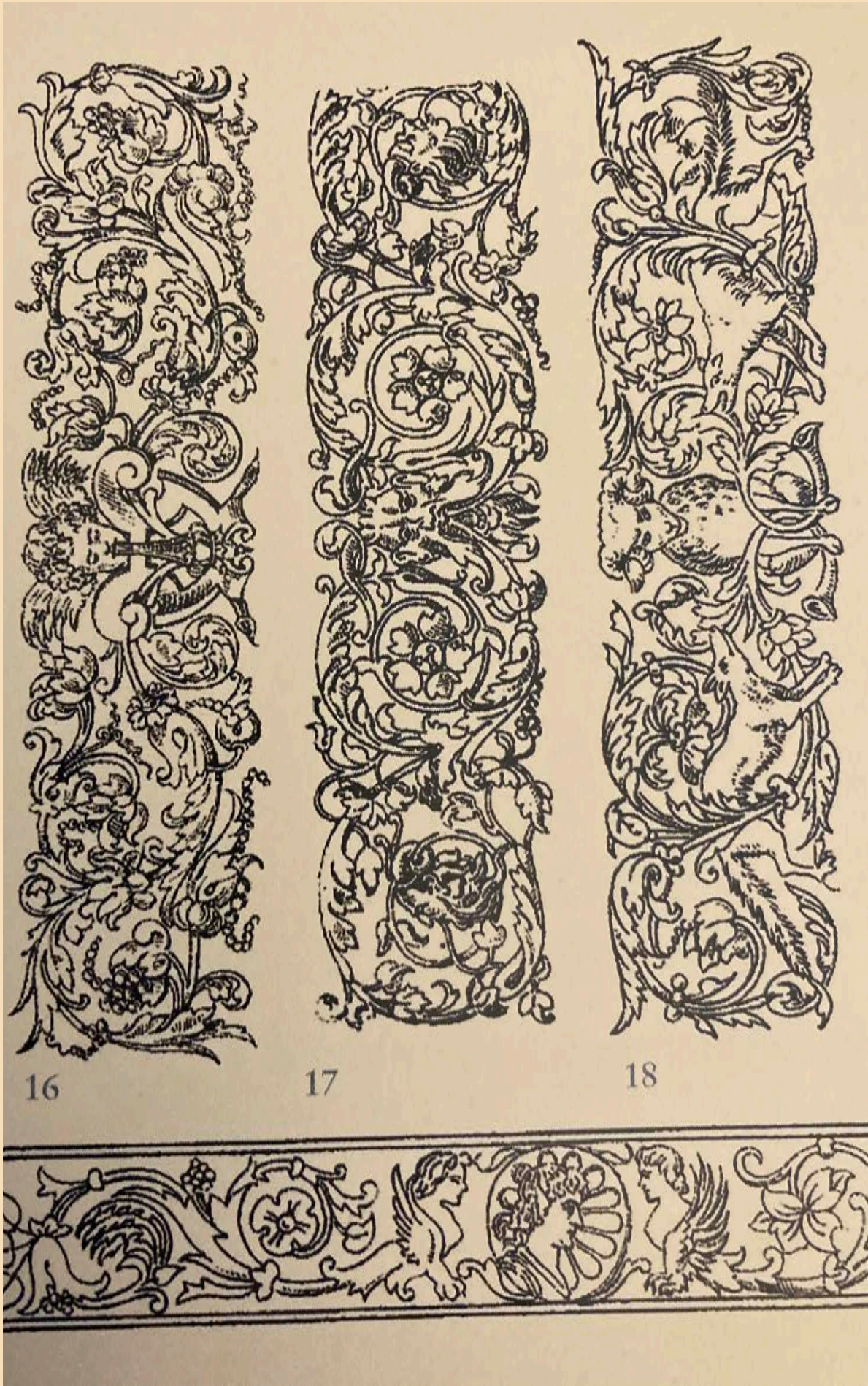
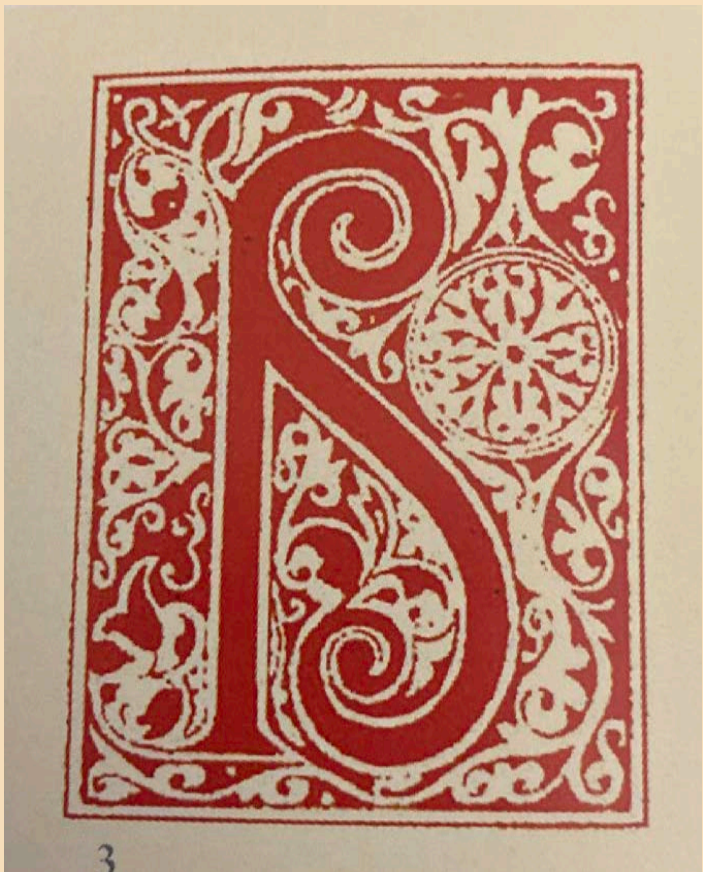
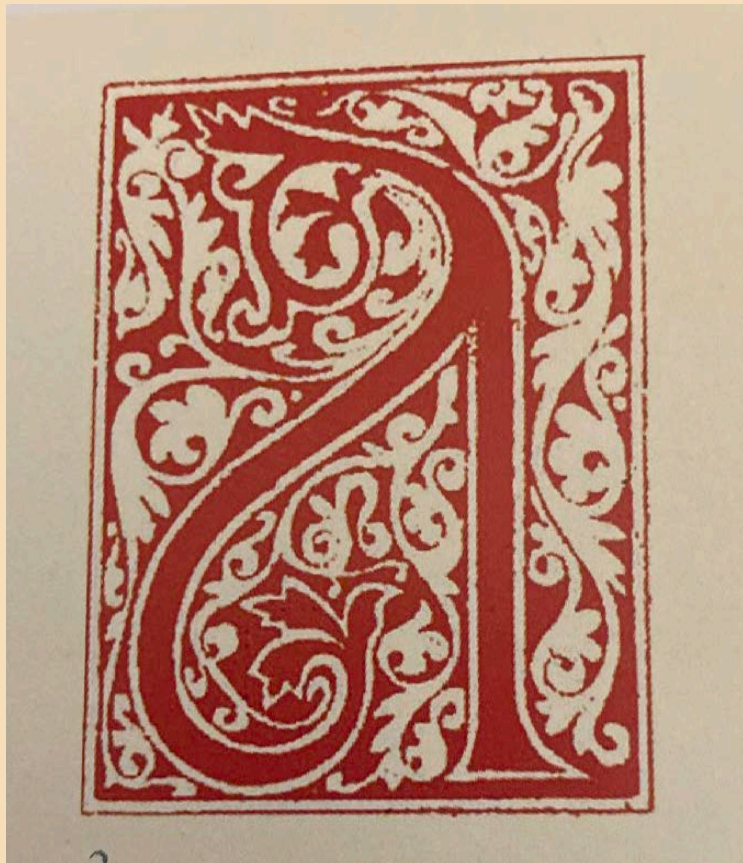
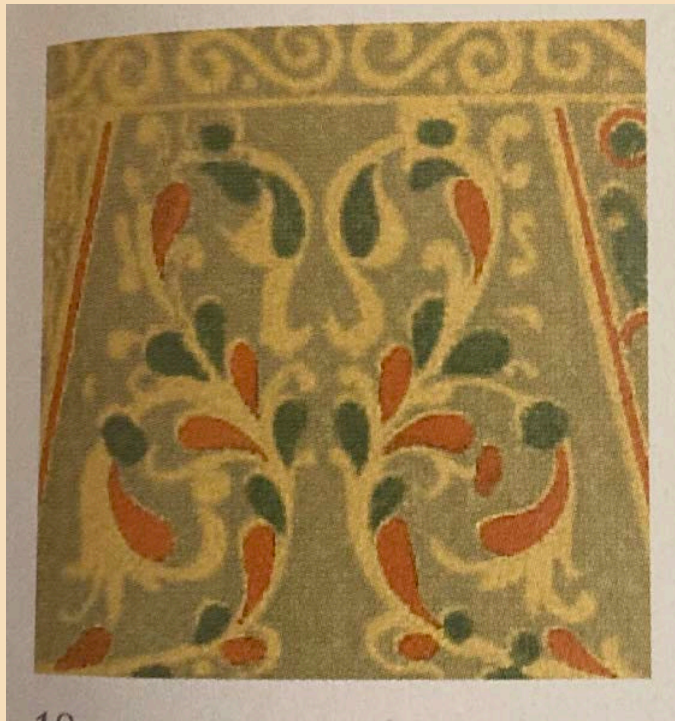
Beatrix Potter story book covers inspired the design direction, because I believe it hits the vibe of being in nature, and living a quaint little life. I took a lot of inspiration from her hand-drawn typography for my word-mark, and the subtle swirling patterns.





pattern inspo:

✓ swirling, arts  
and crafts,  
victorian-esque,  
leafage, floral







# - Brand Identity Guide -







# Our Story

Our family-owned vineyard, based in the Okanagan Valley, strives to create the perfect organic wine through natural and environmental harmony. In 1921, Scottish-born Alastair Clark brought a small herd of Ayrshire cows to the Okanagan to start a dairy farm that flourished for decades and helped to cultivate the nutrient-rich soil our winery is now proudly built upon. We aim to continue bio-dynamic farming practices by relying on our company's partners—the farm animals that still live and thrive on our vineyards—to help fertilize the soil our wine grows in. We are committed to farming responsibly and respectfully: with regenerative agricultural practices, green buildings, reusable wine bottles, and no single-use packaging to help limit our damage to nature. Sustainability and not interfering with nature's processes remain as two of Ayrshire's top priorities.







# - Our Goals -

**Our Purpose:** Ayrshire makes delicious organic wines by farming respectfully and responsibly, in a process that aligns with nature.

**Our Mission:** To use green practices like bio-dynamic farming to create healthy soil for making wine; use reusable wine bottles to allow for no single-use packaging to be thrown away.

**Our Vision:** To make the planet happy: bugs thriving, animals chilling, people sipping on tasty wine.







# - Our Personality -

**Our Values:** Ayrshire values going back to simplicity, nutrient and natural soil (free from chemicals), producing low emissions, living in alignment with nature, caring for animals.

**Our Tone:** Cozy, Quaint, Hand-made

**Writing Voice:** 1800s English storybook sounding, concise, informative, stern about stance on sustainability, uncomplicated, straightforward, clear.





# Design System

AYRSHIRE

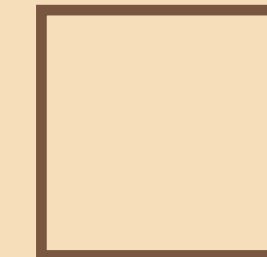
Final wordmark



c5 m39 y51 k0



c42 m60 y74 k30



c3 m12 y28 k0



c26 m3 y70 k0

Final colour palette

Golden Type Regular 70pt

Golden Type Regular 40pt

Decided on using only one typeface: it is versatile, it looks like a novel in body copy, and looks like an old story book chapter title as a header.







## Word-mark Do's

AYRSHIRE



AYRSHIRE



The word-mark should always be in brown on a cream or peach background. Only in some cases the word-mark is in peach on a cream background.

When the full word-mark is too large, using just the "A" is acceptable.

As you can see, there is no more animal in our logo, just the word-mark. It is a hand-drawn type adapted from Golden Type.

AYRSHIRE



A A A







## Word-mark Do Not's

AYRSHIRE

X

Our word-mark is never used on green, as green is only used as an accent colour, like on swirling pattern motifs, and spot paintings.

AYRSHIRE

X

Using the word-mark as the cream colour is not acceptable in any scenario. The type becomes too hard to read.

AYRSHIRE

X







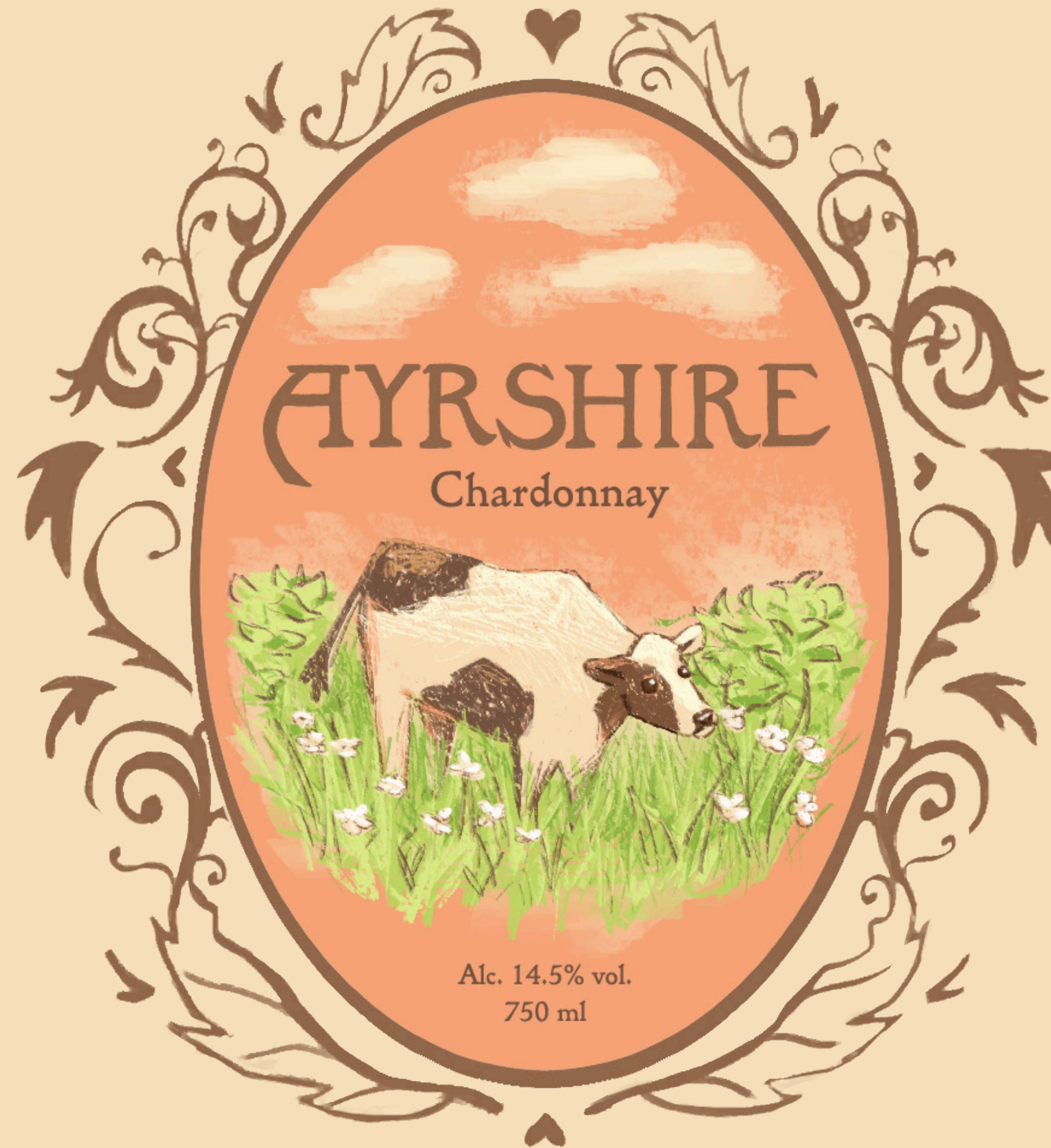
Here is some examples of what our hand-drawn patterns look like, and they can be all four of the colours, on any background colour. The patterns should be reminiscent of plants and vines, but simplified and made modern.





# Label

(Physical touch-points)









## Our Story

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  @Ayrshire  
ayrshirewine.com



6002039003117



# Bottle



x50 reuses



Had cork on the inside, and can be re-sealed with the lid.



# Bottle

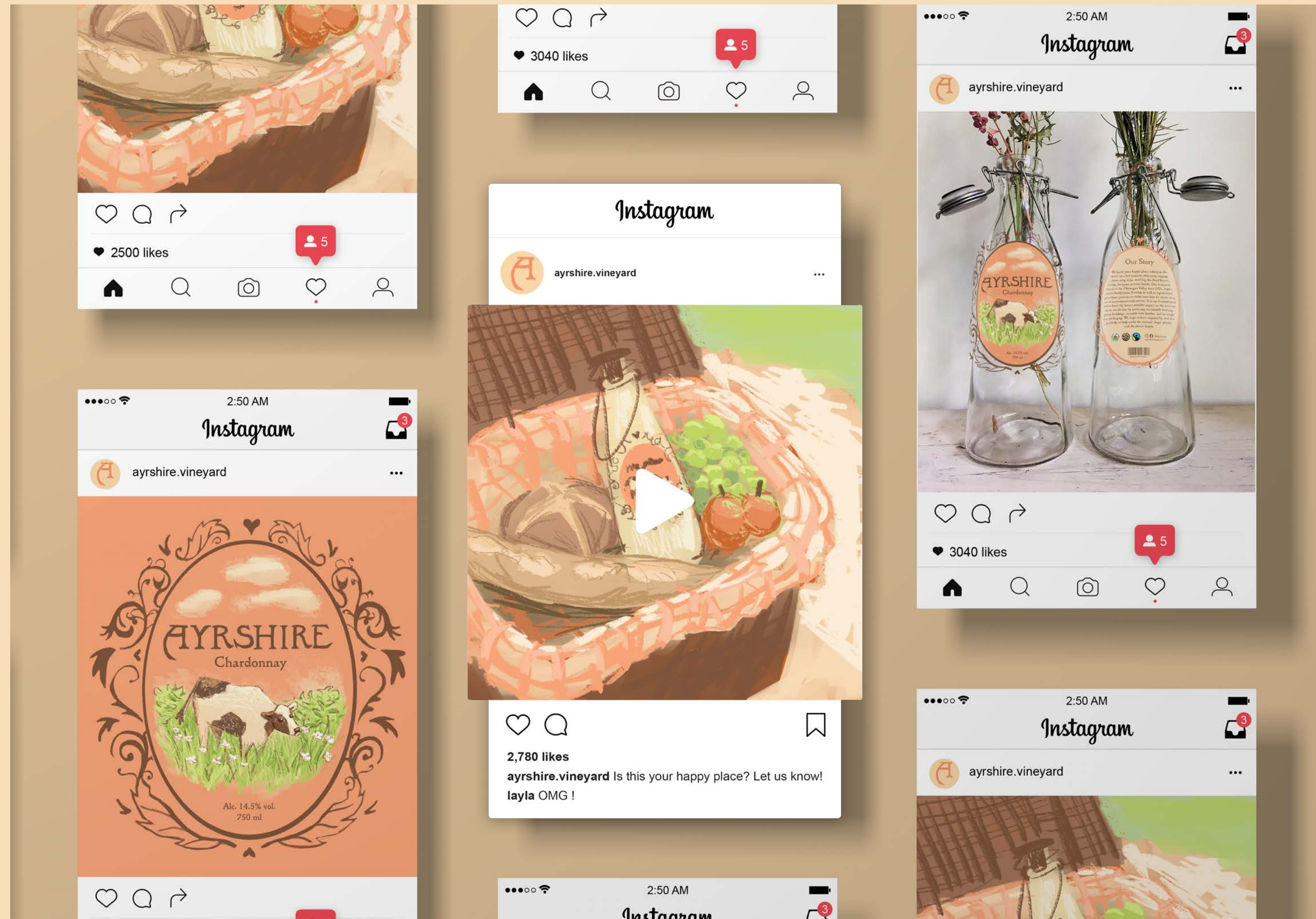
There would be a system where you can drop off empty bottles at liquor store, gives you discount on next purchase of Ayrshire wine (worth bottle deposit).





# Advertisement and Socials

This advertisement is a 2d animated loop in a painterly style, with music. I imagine Ayrshire's Instagram would be full of these styles of animations, depicting quaint natural scenes.





Instagram

 ayrshire.vineyard

...





2,780 likes

ayrshire.vineyard

Is this your happy place? Let us know!

layla

OMG !

Instagram

 ayrshire.vineyard

...





2,780 likes


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# Merchandise















Thanks :)

