

DESIGN BRIEF QUESTIONS

(or Everything Your Designer Needs to Know – and Then Some)

Project Parameters

1. What is the name of the winery?
2. Provide examples of your existing logo and label.
3. Will it be for one wine, a proprietary wine, or a brand identity that will extend across many varietals?
4. Is this a new label or a change of design?
5. Why do you want a change of design?
6. Objectives of a new label.

Scope of Work

7. Do you want a logo or a label or both?
8. Do you envision a type solution, illustration or photography?
9. Do you have a specific look you are hoping for?
10. Do you already have sketches of concepts, themes, etc you have for your labels?
(Best to start fresh, but we do need to know about them if work has already been done.)

About The Company

11. How long have you been in business?
12. Do you have a winery, vineyard or both?
13. Do you have a tasting room?
14. What is your current annual wine production? (Cases per year)
15. Do you buy grapes from other vineyards?
16. Who are the design decision makers?
17. What are your long term goals?

About The Wine

18. How would you describe your wines? *(Bullet list of words that describe the wine.)*
19. What mood would you like to evoke?
20. What is distinctive about your wines?
21. Where do the grapes come from?
22. Vintage date, appellation, varietal?
23. What will the price for this wine be?
24. What is the target market?
25. How many cases will you be producing for this wine or product line?
26. What are the price ranges of your other wines?
27. How does this new wine fit into your current product mix?

Sales & Distribution

28. How are/will your wines be sold?
 - Distributors – which ones?
 - Big Box – Costco, Cost Plus, BevMo
 - Restaurant/Wine Shop/Wine Bars
 - Direct to Consumer
 - Tasting Room
29. How do/will you distribute?
 - If more than one channel, what's the break down?
 - Describe your market now.

For New Wineries

30. How does this support you personally?
 - Wine Professionals?
 - Part of goals and dreams?