


L'UVA BELLA®  
winery and brands

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WINERY BRANDING  
MARCH 2020 - PRESENT







**The L'uva Bella brand is rooted in a family's rich history of hobbyist winemaking. Today they are one of the east coast's largest distributors and retailers of quality winemaking products. Their award-winning winery and bistro is centrally located for guests in northeast Ohio and western Pennsylvania.**

**Initially, I partnered with them to design a new wine label for their Vino Borealis collection. After only a few months, I've completed a full rebrand of their logo, collections, and marketing material.**



# BRANDING SHIFT

In spring of 2020, L'uva Bella Winery changed hands, which meant a change in branding. They have been a staple in the Ohio/Pennsylvania area for decades. The goal was to shift the brand into a more modern look while keeping their collections unique as they always have been.

## PREVIOUS BRANDING



## 2020 REBRAND

The 2020 rebrand logo for L'uva Bella Winery. It features the text "L'UVA BELLA" in a large, black, serif font, with "winery and brands" in a smaller, black, sans-serif font below it. A large, light purple, stylized "LB" monogram is in the background.

L'UVA BELLA<sup>®</sup>  
winery and brands



## UMBRELLA

At L'uva Bella, a lot of their wines are well established. To make a smooth transition, I focused on L'uva Bella's branding acting as an umbrella to the wine collections.

With the wine collections that hadn't been established yet, such as Vino Borealis, I structured the designs to have ties to L'uva Bella. With collections that are established, I have designed the work going forward to match the emotions that L'uva Bella portrays without taking away from the original tone.

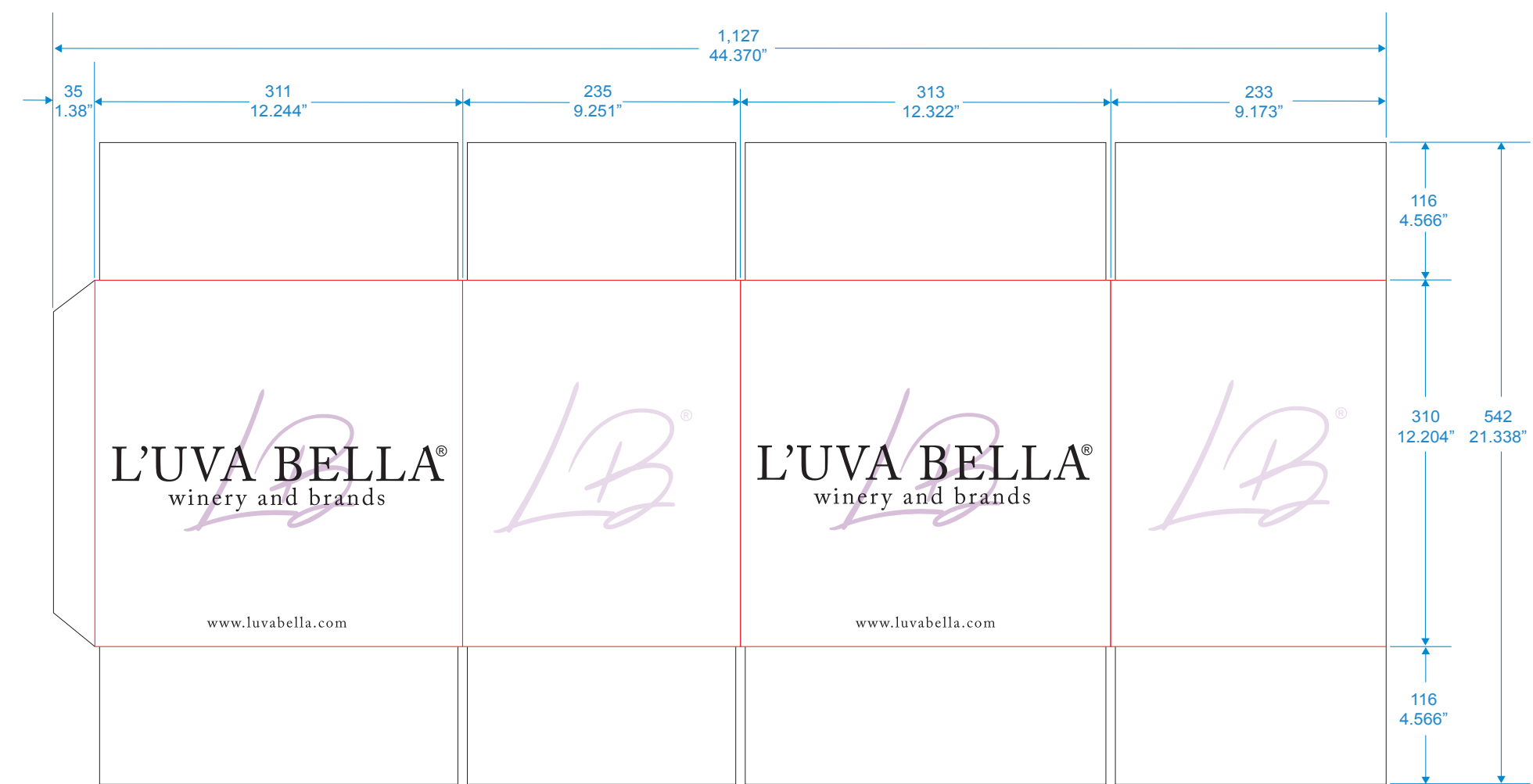




# L'UVA BELLA REBRAND

Once the logo was finalized, I got to work on their basic branding needs: business cards, store signs, and packaging boxes.

They partner with a lot of local stores and companies, so designing material for them that integrated both L'uva Bella and the other business' branding was key to building their partnerships in the community.

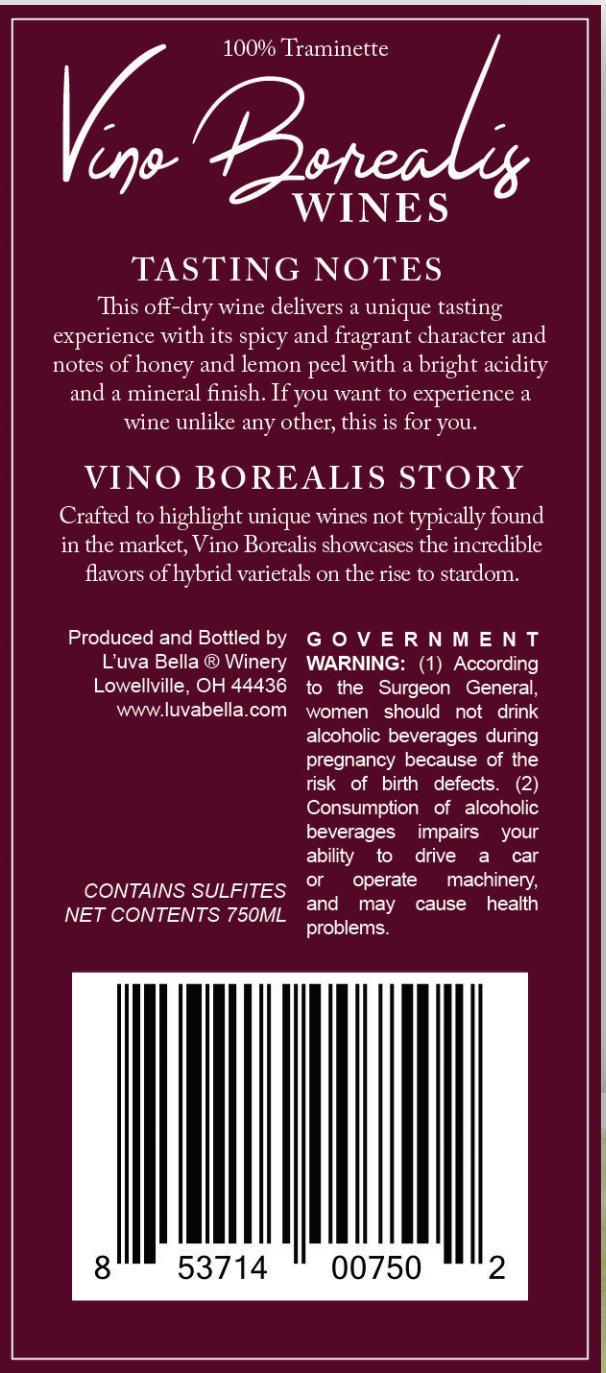
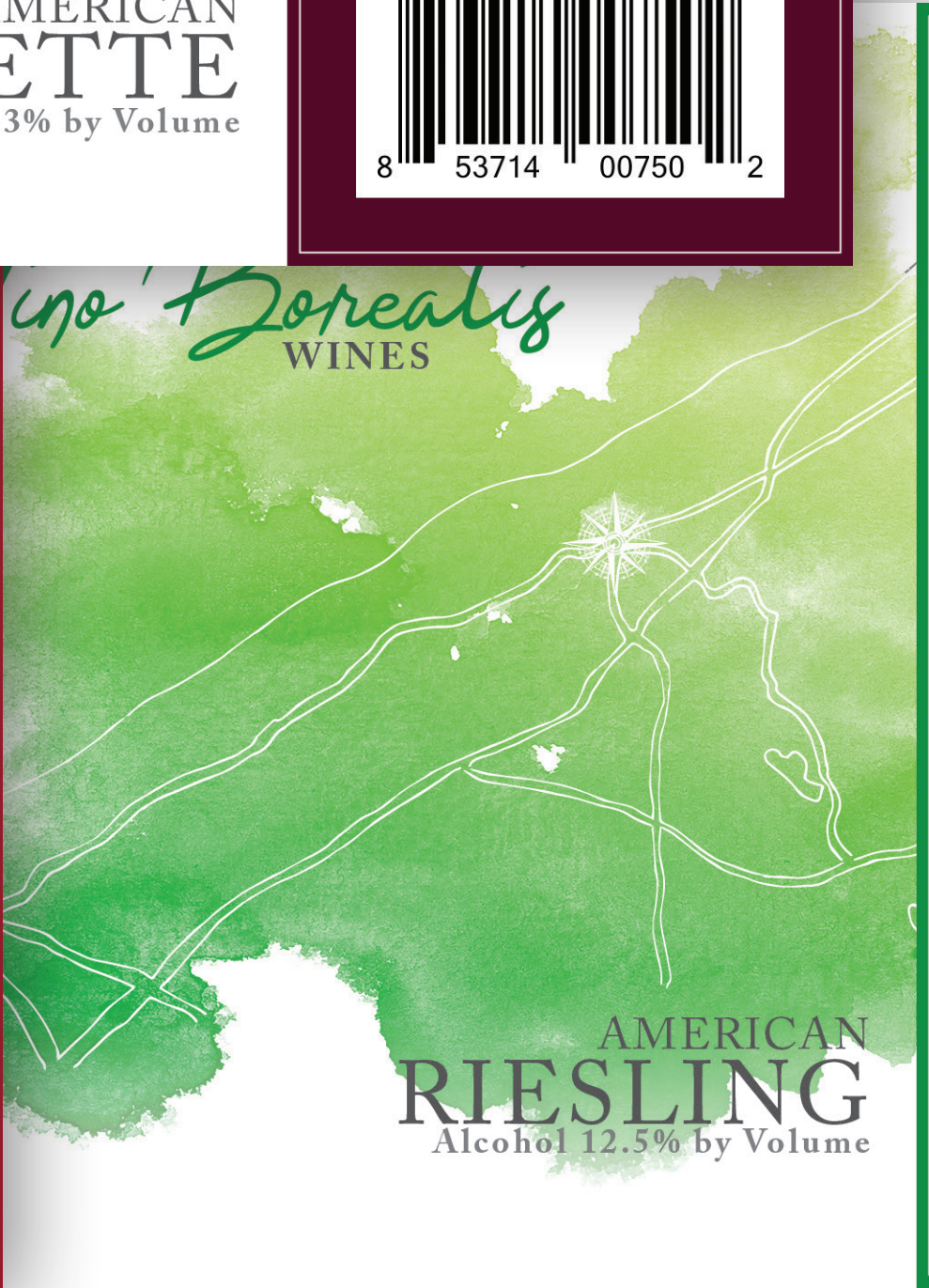
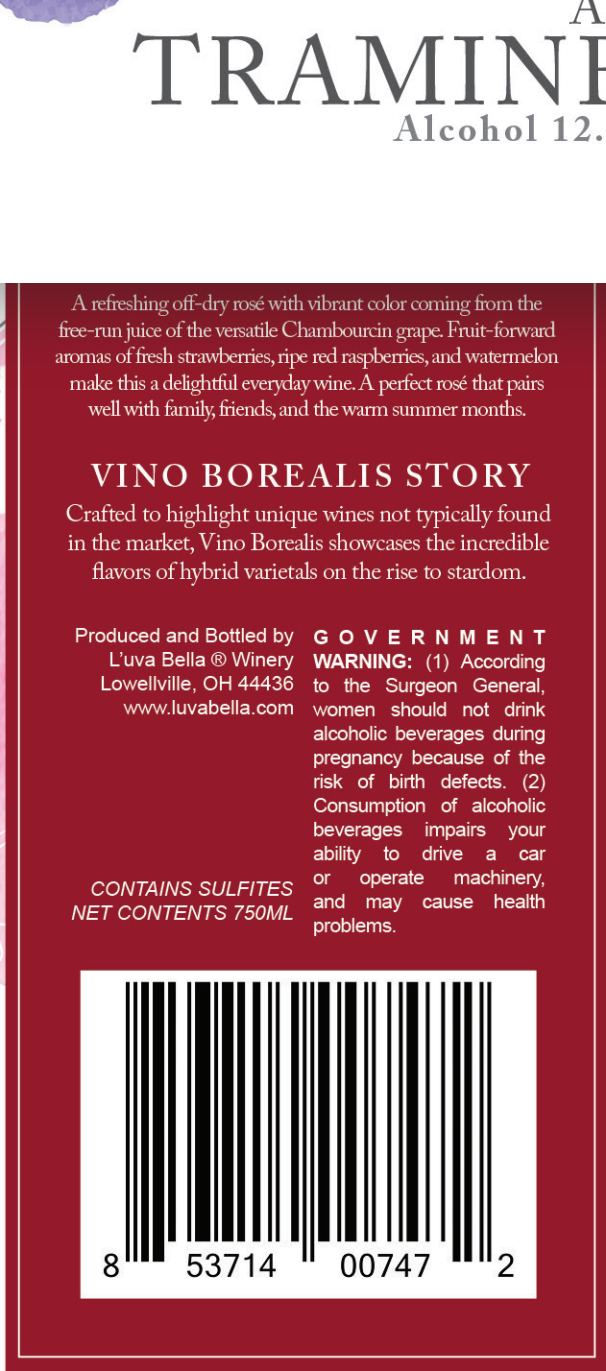
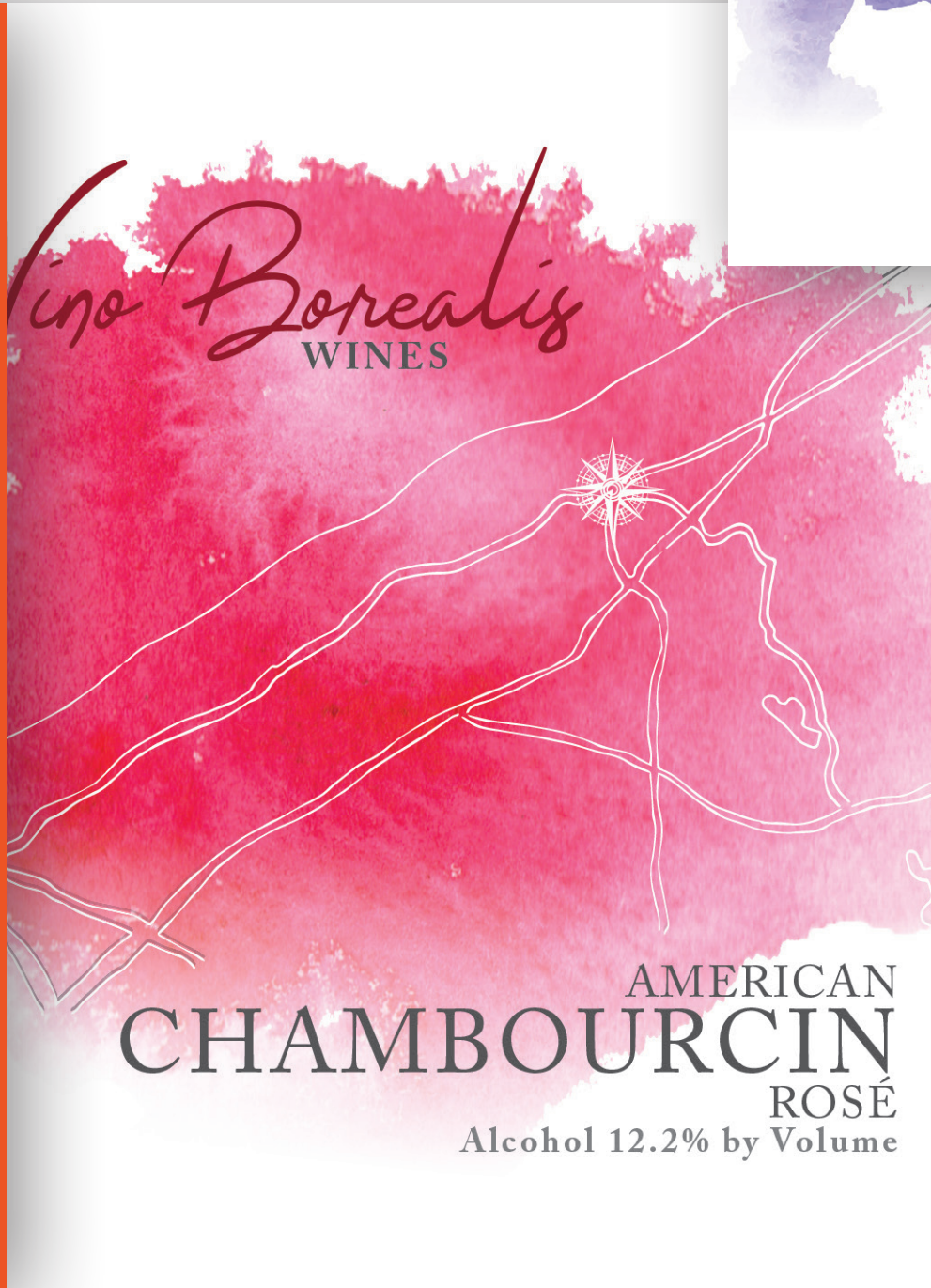




# VINO BOREALIS

This collection, meant to appeal to millenials, establishes the wines as well as a new light to the company. This was the start of a new market group outreach for them.

The goal was to add the company’s location as a map on the labels. I paired watercolor pieces with the wines based off their tasting notes write up and illustrated the map in a minimalist style, marking their location with a compass.

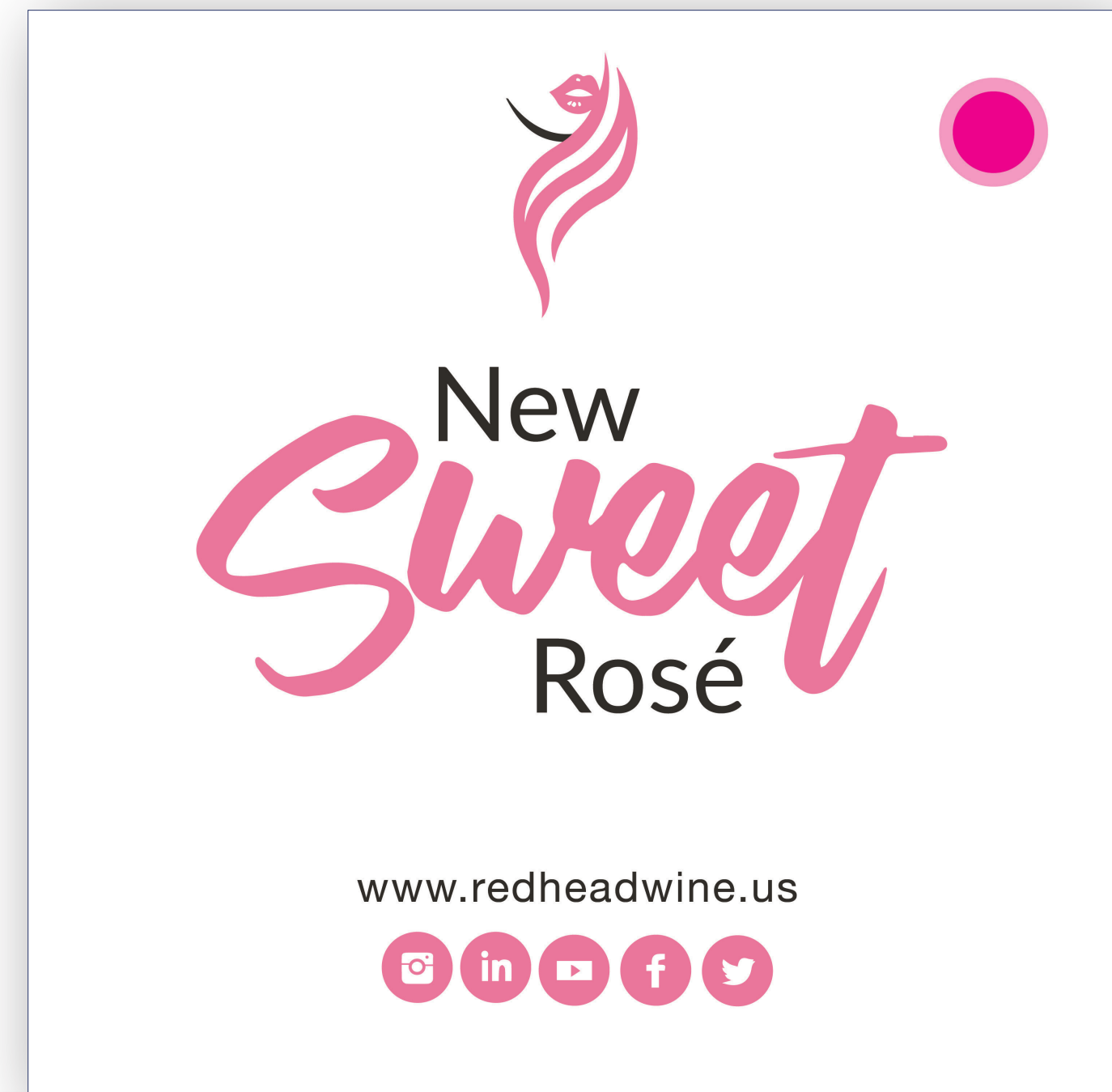




# RED HEAD WINES

The Red Head Collection was well-established before I signed on. In order to have it match the L'uva Bella umbrella, I switched the stylized font from the one in the logo to a font that balanced between the logo and L'uva Bella's new modern aesthetic. The sanserif font matches previous branding for continuity.

I played on the dark contrast in the feature photo to blend the design seamlessly. The two banners featured in black are header and side saddles for in-store branding. Currently, they're used at the Walmarts in the area. The white-background design is the necker for their Rosé.





# PURPLE RAIN

This is another collection that was established before my time. The label is very iconic, so my goal with the designs was to accentuate the unique label.

Using the same fonts as I used for other collections' basic branding, consistency was conveyed throughout the collections while keeping each unique to their aesthetic. For example, even though the header shown in the photo at the bottom right has the same script font as Red Head's header, The san-serif matches Purple Rain's fun, artsy vibe. I did use the sanserif from Red Head for the informational text on the 4' square poster shown on the top right.

This collection has given me the opportunity to learn new design formats such as casewraps for store displays.

LET IT POUR









THANK YOU!

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