

Brand Overview

Joey's Vineyard is a company that produces and sells high-quality wine to their customers where each product of theirs sold a portion of the proceeds go towards organizations that are dedicated to wildlife preservation. Inspired by the time of early 2020 when bush fires raged through Australia destroying thousands of the wildlife's homes they chose to use their company to instead not only focus on producing high-quality wine, but also spread awareness and help fund wildlife preservation organizations like WWF, The Nature Conservancy, Natural Resources Defense Council, and many others.



Brand Values

Trustworthy

Customers can put all of their trust into the company and know that they care for their cause of protecting the wildlife.

Passionate

They are passionate in caring for not only their human friends, but their furry friends as well.

Attentative to Quality

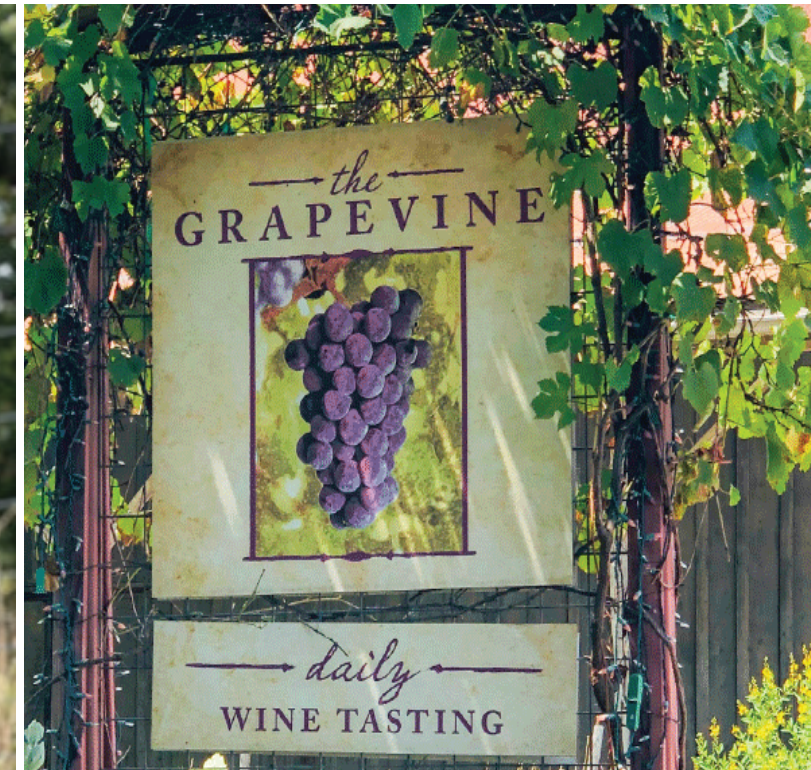
Customers should expect high-quality wine to enjoy for a reasonable price and will go beyond expectations.

Respectable

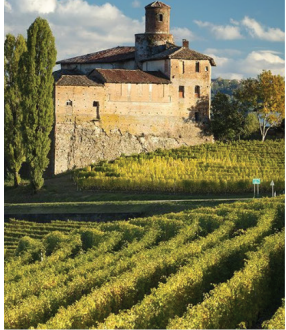
When facing two (2) separate audiences it's important for them to make sure to respect all of their loyal customers.



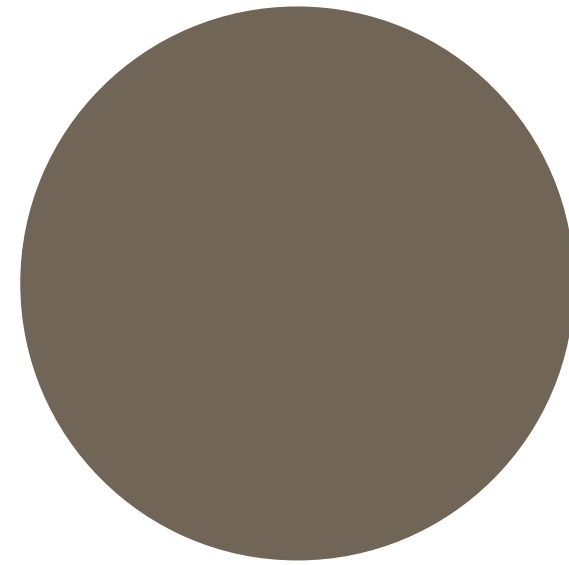
Competition



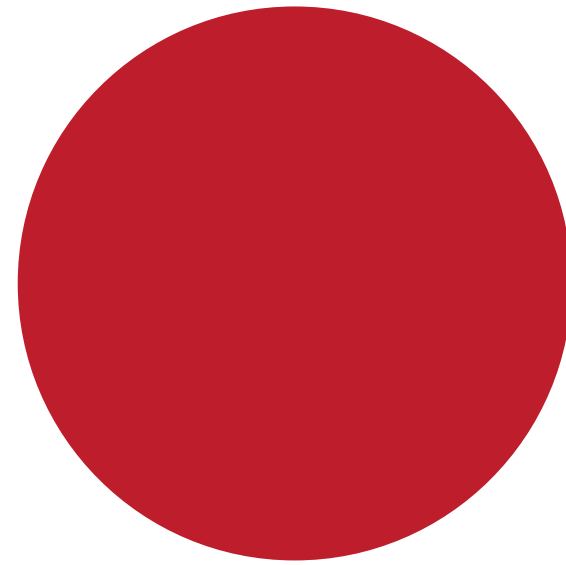
Inspiration



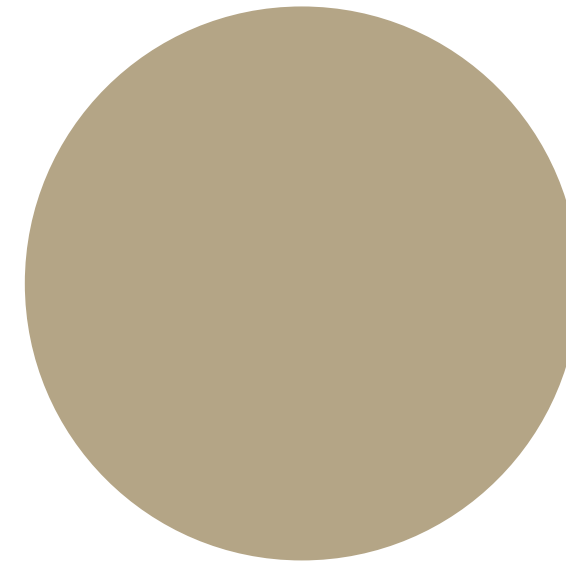
Color + Type Palette



Koala
#726658



Red Wine
#be1e2d



Grain
#b4a486

Abril Fatface–Regular

**Perfection and Protection
by the glass**

Altivo–Medium

Dark Chocolate Shiraz



Logo Morphological



+



=



Logos



joey's

VINEYARDS



joey's

VINEYARDS



Patterns



joey's joey's joey's joey's joey's joe



joey's joey's joey's joey's joey's joe



joey's joey's joey's joey's joey's joe



joey's joey's joey's joey's joey's joe

