

BARBRIÑO



THE BRAND

The brand's genesis draws inspiration from Fantasia's vibrant and dynamic personality, aiming to encapsulate her essence in a fusion of playfulness and sophistication. The goal is to craft a brand identity that remains true to her authentic self while exuding an air of elegance and contemporary flair.

The aspiration is to conceive a wine brand that seizes attention by seamlessly intertwining vivacity and refinement, resulting in an enchanting fusion of spirited allure and enduring refinement.

Regarding the logo, drawing inspiration from the name Barrino Wine, it is encapsulated within the initials BW, with the focal point placed on the word "BARRINO." The omission of the term "wine" is deliberate to eliminate redundancy, as Barrino alone is effortlessly legible, memorable, and offers consumers a seamless reading experience.

BW
BARRINO



ELEMENTS OF THE DESIGN

Although the figure is inspired by Fantasia, its androgynous appearance makes it universally relatable.

The consistent use of red in each bottle embodies her brand, while other elements offer delightful variations.

As her wine flavors expand, the opportunity to introduce additional colors arises.

*Please be aware that these preliminary sketches are in the developmental stage, and as such, the quality of lines and shapes is currently exploratory in nature.

RED LIPS: Represents
Fantasia voice, and strong
personality

MUSIC NOTE:
Subtle representation
of her music

CROSS EARRING:
Represents her faith

Pantone 675 C
Hex: #AE2573

Pantone 151 C
Hex: #FF8200

Pantone 525 C
Hex: #572C5F

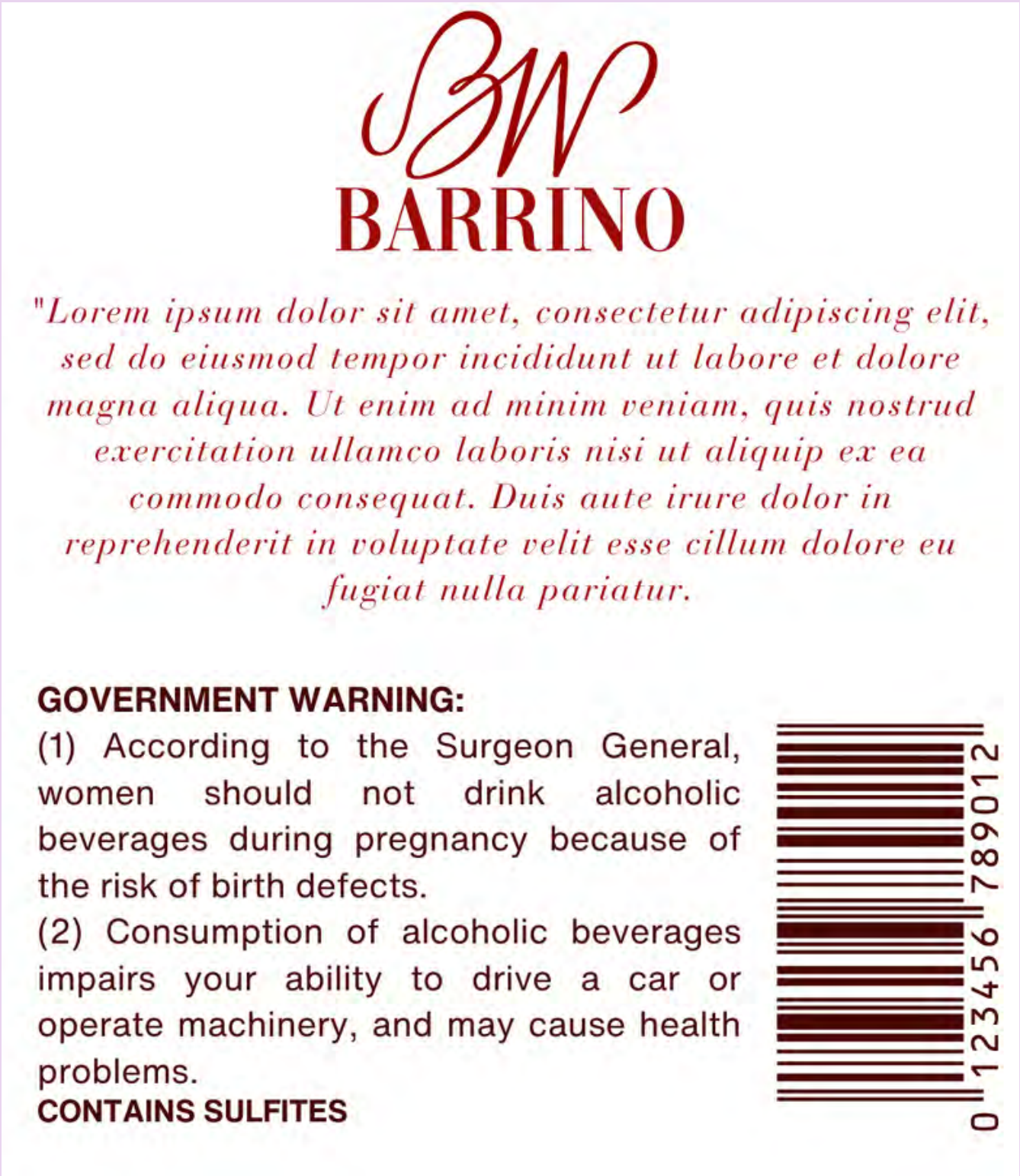
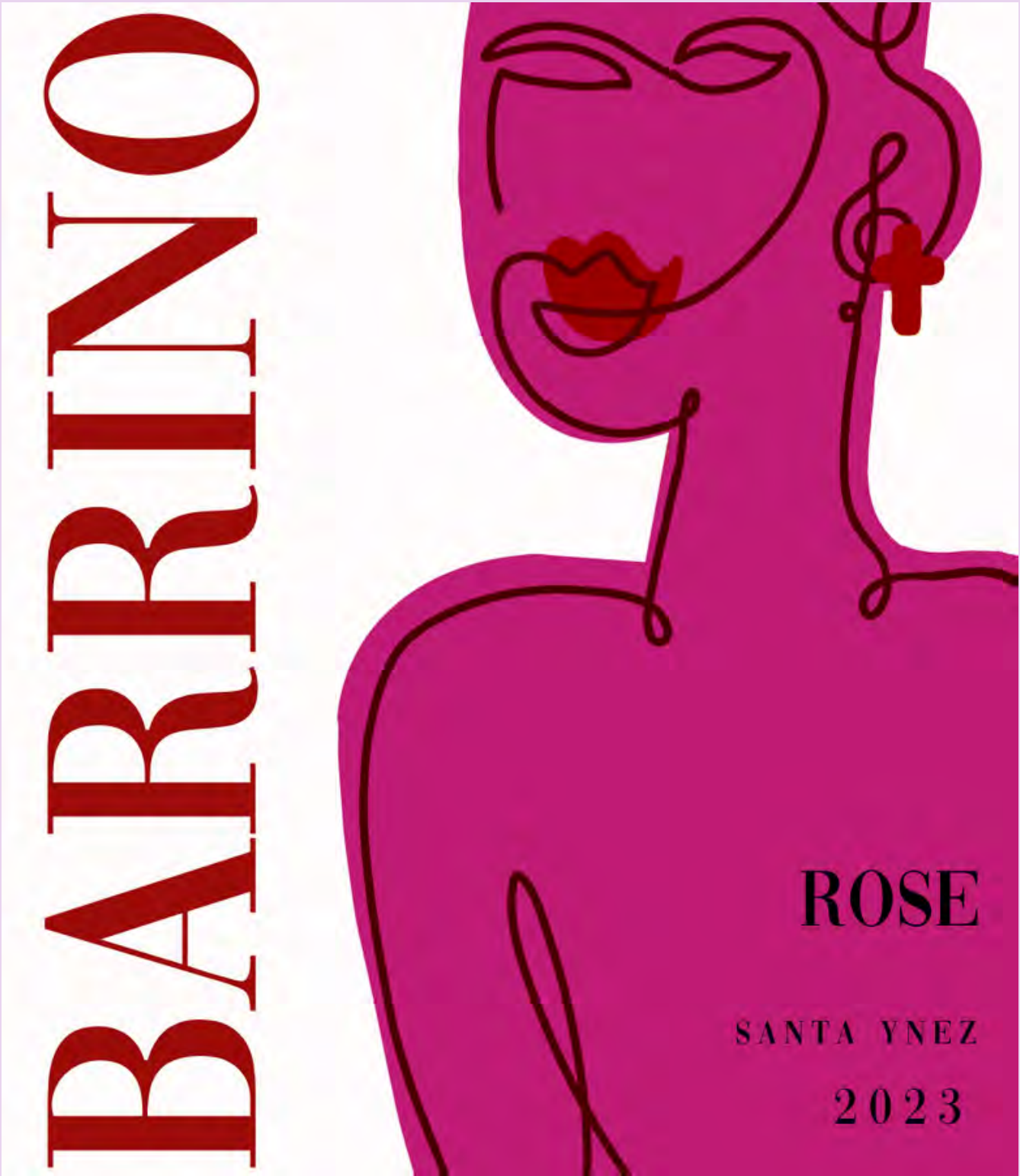


The design's boundless array of color combinations not only facilitates its integration across an extensive spectrum of products and merchandise but also plays a pivotal role in establishing a cohesive and memorable brand identity.

THE COLLECTION

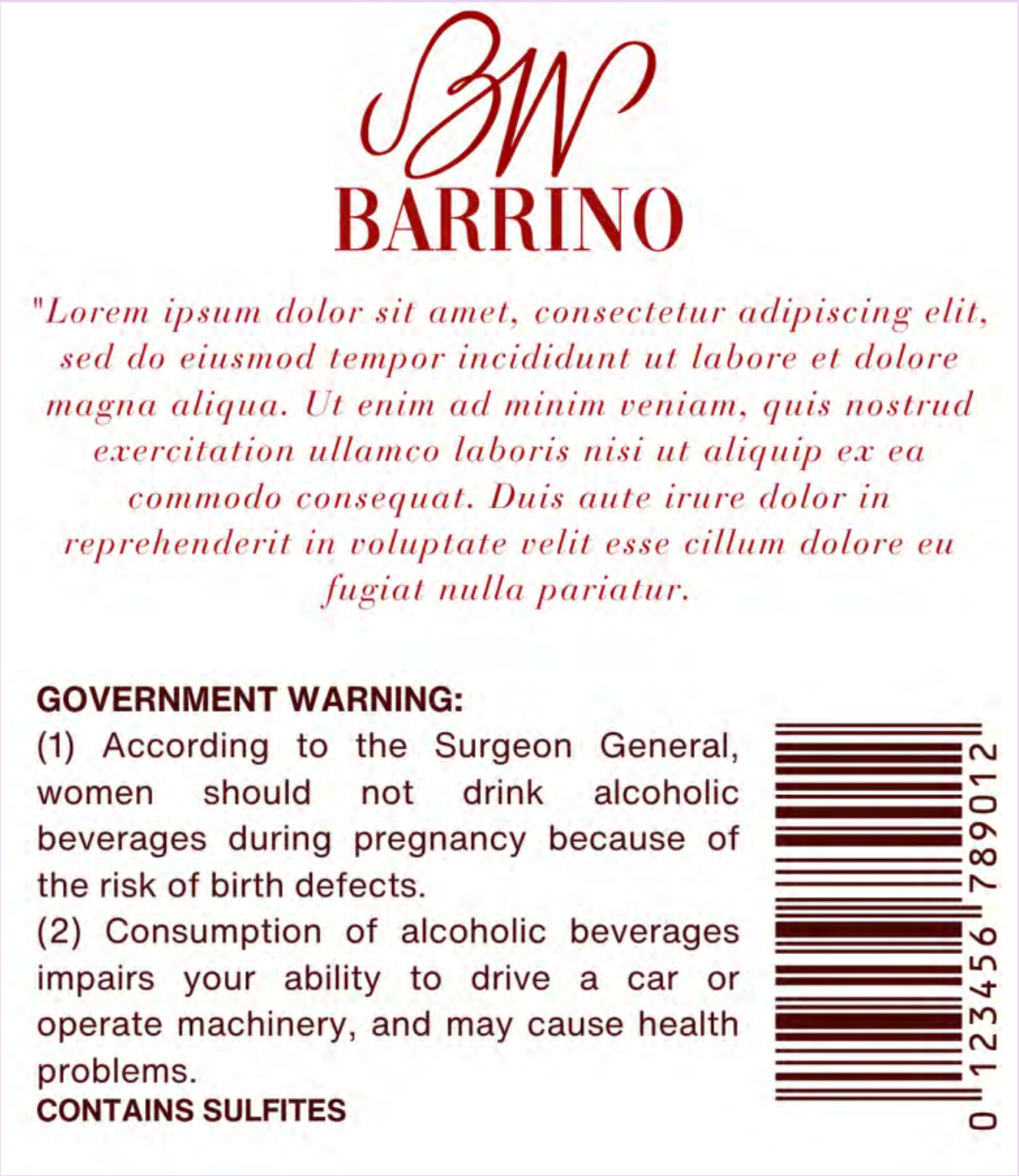
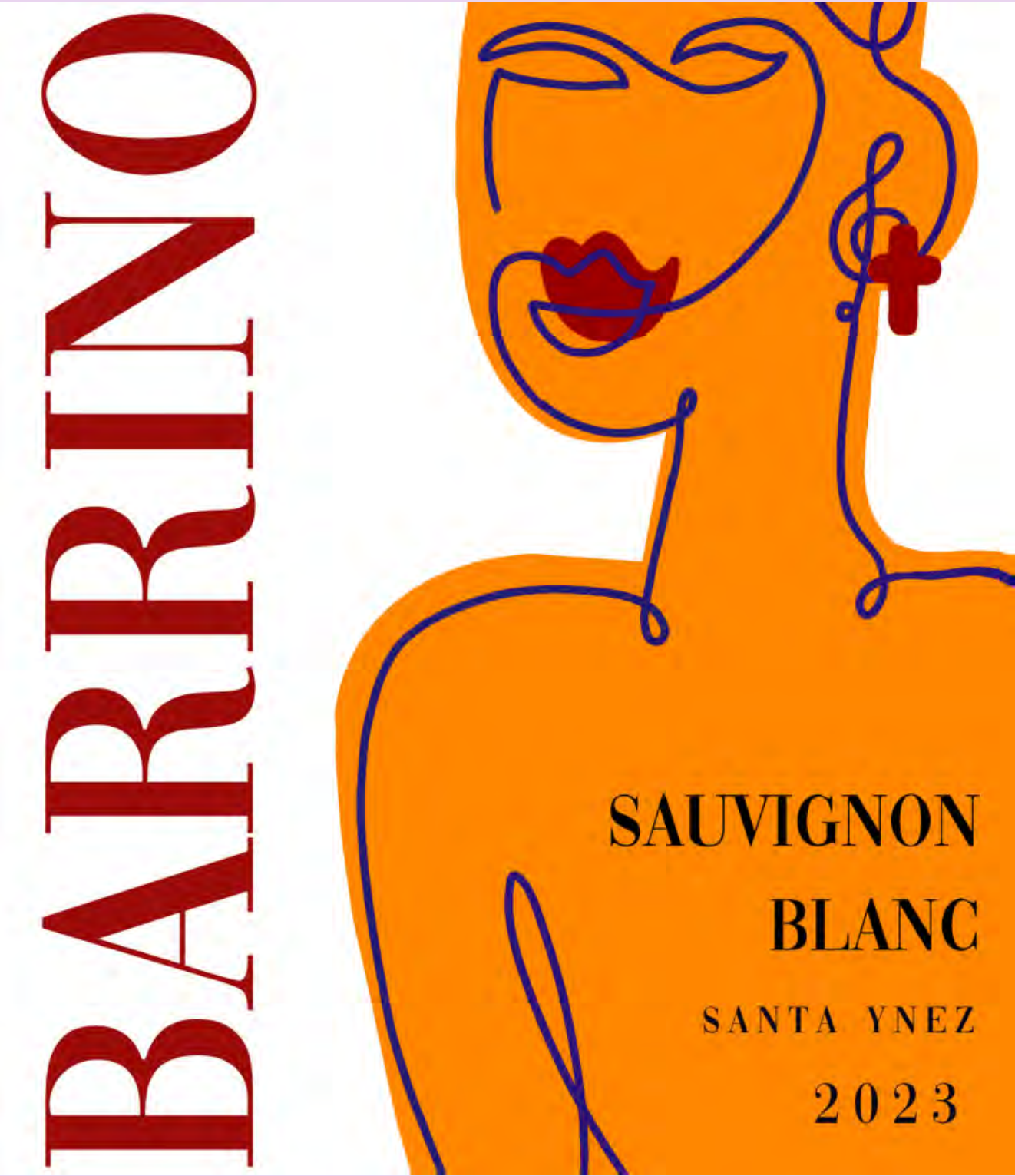


ROSE BOTTLE



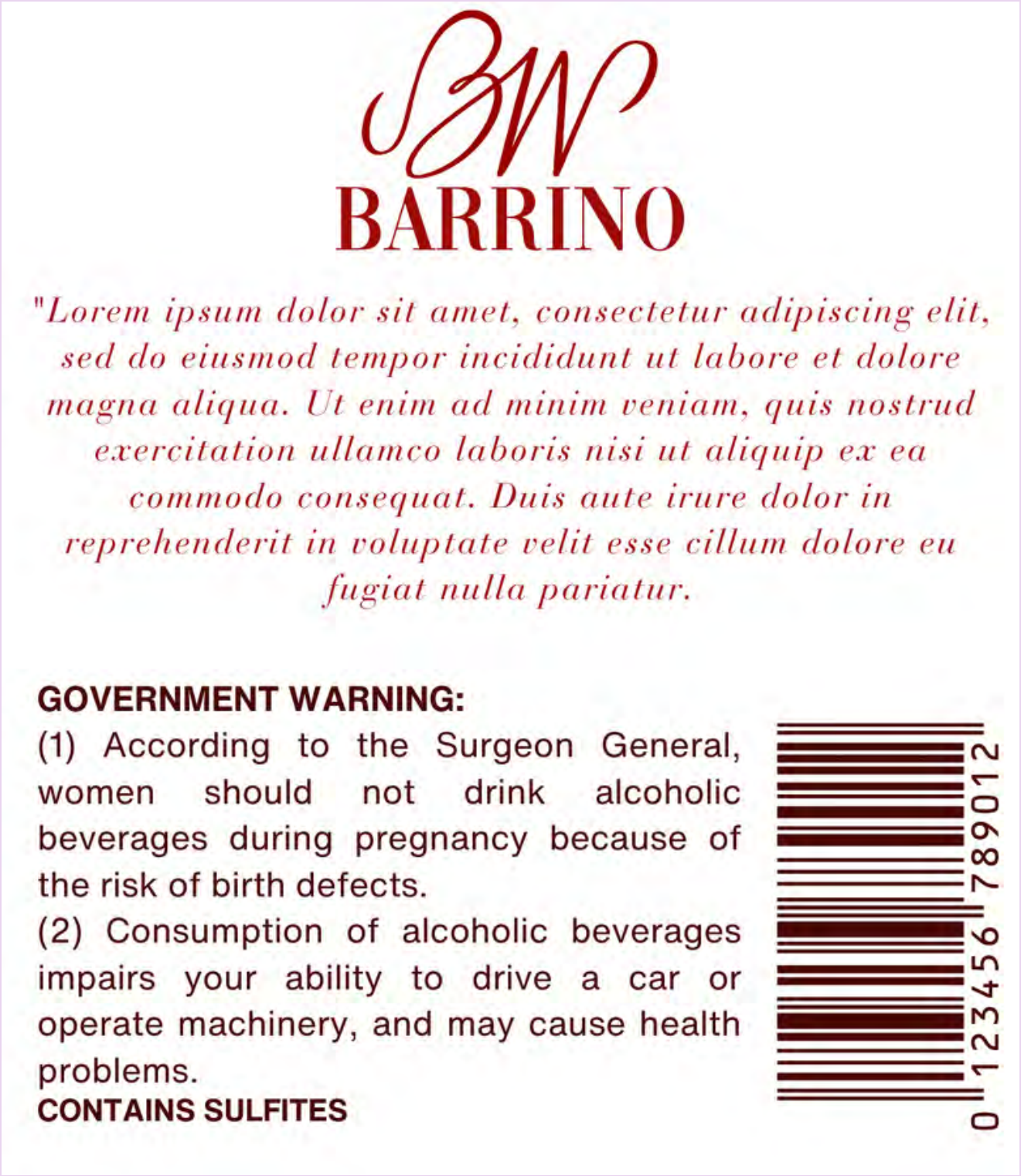
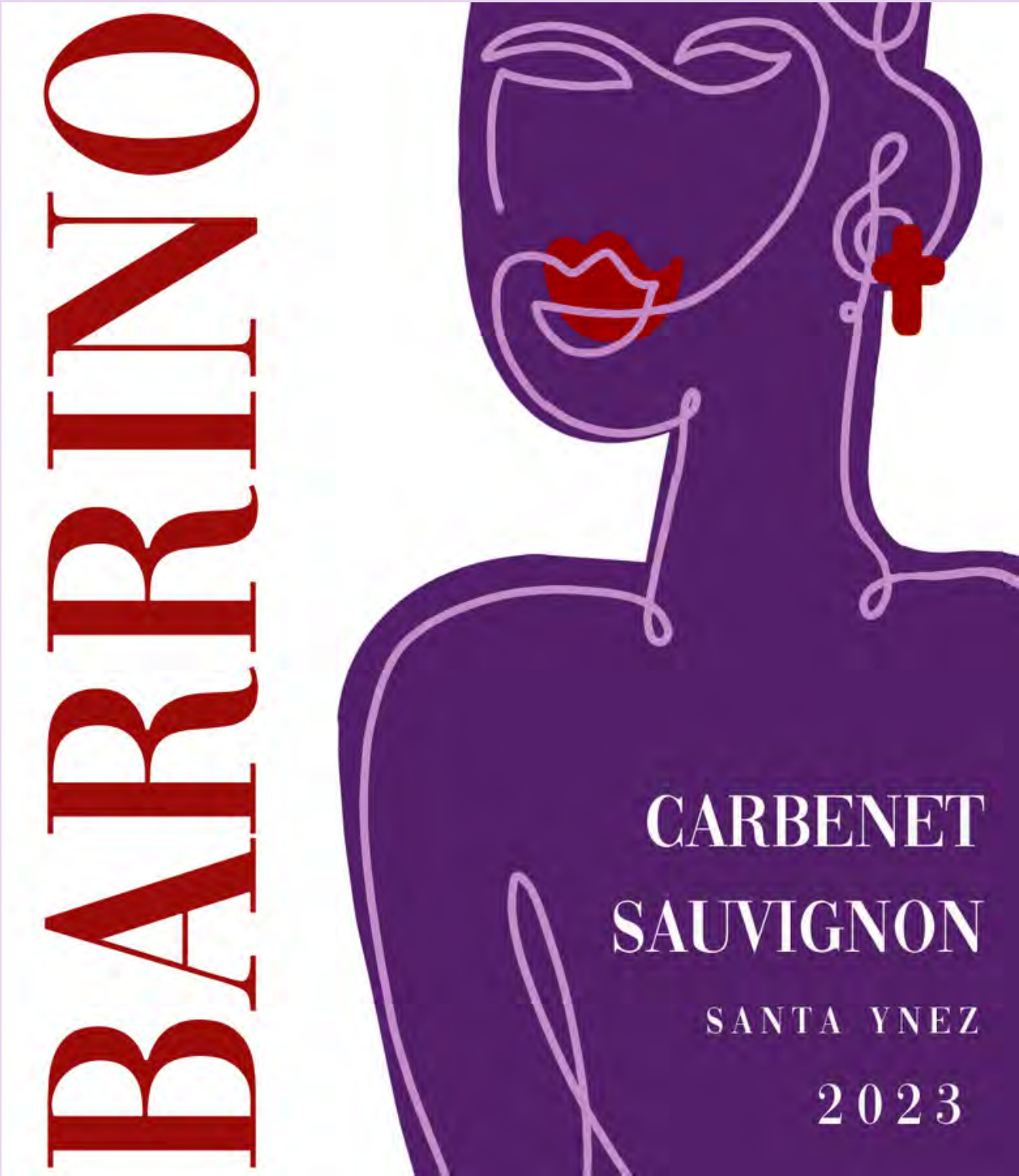


SAUVIGNON BLANC / WHITE WINE BOTTLE





CARBENET SAUVIGNON / RED WINE BOTTLE





THANK YOU

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