

DOMAINÉ

Process Book

Initial Research



Delanna and I were brainstorming ideas and thought about unique bottle ideas based off of cypress trees, she drew this for it.



Initial visual research I began for possible concepts

J&D's original branding



Chateau la Canorgue



We initially were going to rebrand this winery and all visited it together.

I took these photographs for possible inspiration.

We ended up switching to Domaine because it was too difficult to find information about this vineyard and the language barrier stopped us from being able to speak to them.

Typography Exploration

	Serif	Sans	Rustic	Modern	Funky
Younger:	<p>Maragsa</p> <p>Leiko</p> <p>Mazius Review</p>	<p>Format_1452</p> <p>Savate</p> <p>Millimetre</p>	<p>BackOut</p> <p>Casual</p> <p>Bluu Next</p>	<p>Mak</p> <p>Olivette</p>	<p>Ouroboros</p> <p>Frickster</p> <p>MISTO</p> <p>Nesiota</p>
Mature:	<p>Doppelganger</p> <p>Viaoda Libre</p> <p>Sprat</p> <p>Oraienbaum</p>	<p>Cyrene</p> <p>MIGHA</p> <p>BELGIUM</p>	<p>Le Murmure</p> <p>COBA[SS]</p>	<p>Nelphim</p> <p>Bluu Next</p> <p>Alegreya</p>	<p>Gulax</p> <p>Chromate</p> <p>LEYTON</p>

Typography Exploration

domain Domaine **Domaine** Domaine

domain Domain **domaine** Domaine

DOMAINE Domain DOMAINE
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DOMAINE
Secondary text such as disclaimers and names of the wines would be in this font. Something simpler but not too simple, blah words, writing etc. 123456

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final* choice

DOMAINE **DOMAINE**
DOMAINE DOMAINE

FRÈRES ALCHEMISTES
Frères Alchemistes
FRERES ALCHEMISTES
FRÈRES ALCHEMISTES

PRE FANTASI

FRÈRES ALCHEMISTES
PRE FANTASI

DOMAINE
DOMAINE
DOMAINE

vineyard
Frères Alchimistes
vineyard
vineyard
vineyard
vineyard
vineyard

Frères Alchemistes
Frères Alchemistes
Frères Alchemistes
Frères Alchemistes
Frères Alchemistes

vineyard vineyard Avenir Next regular for the body type at a pretty small size.
vineyard vineyard

Actual final type choice

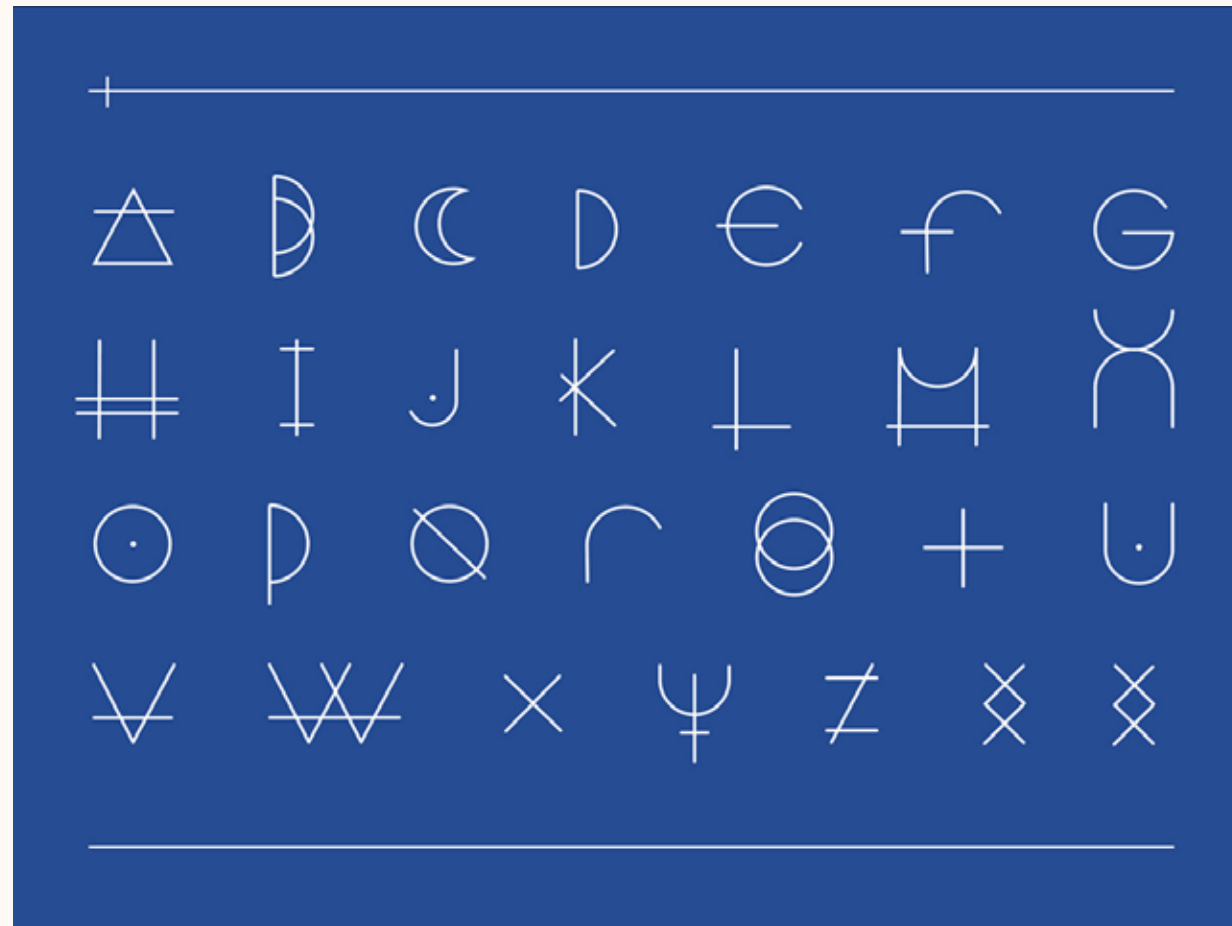
Contralto Big Light

The quick brown fox jumps over the lazy dog.

After testing the original type, it made more sense to find a type that worked well uppercase and lower. We found Contralto which had a more even balance between thin lines and thicker ones as well as having an upper and lower case.

Customizing the chosen typeface “Gulax”

Visiting French Graphic Designer, France Corbel, looked at the type and suggested that we add elements that could promote the idea of alchemy even more. This led to me creating a custom typeface which we used throughout the branding, the image below was used as inspiration for alchemy elements.



A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

Final Custom Variable Typeface

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

1 2 3 4 5 6 7 8 9 0

Type in Use

V I N B L A N C

V I N R O S É

V I N R O U G E

Final Domaine Wordmark

DOMAINE



DOMAINE

Wine Lines Logos

PRÉ-FANTASI

FRÈRES ALCHEMISTES

Logo Sketches

Roman numerals
- date started
in story
bottle number
- turn into logo symbol

1750
I VII V MDCCL
I II

Domain
bar

Pre-fantasi
Free alchemists
by potter + faces

Pre-fantasi

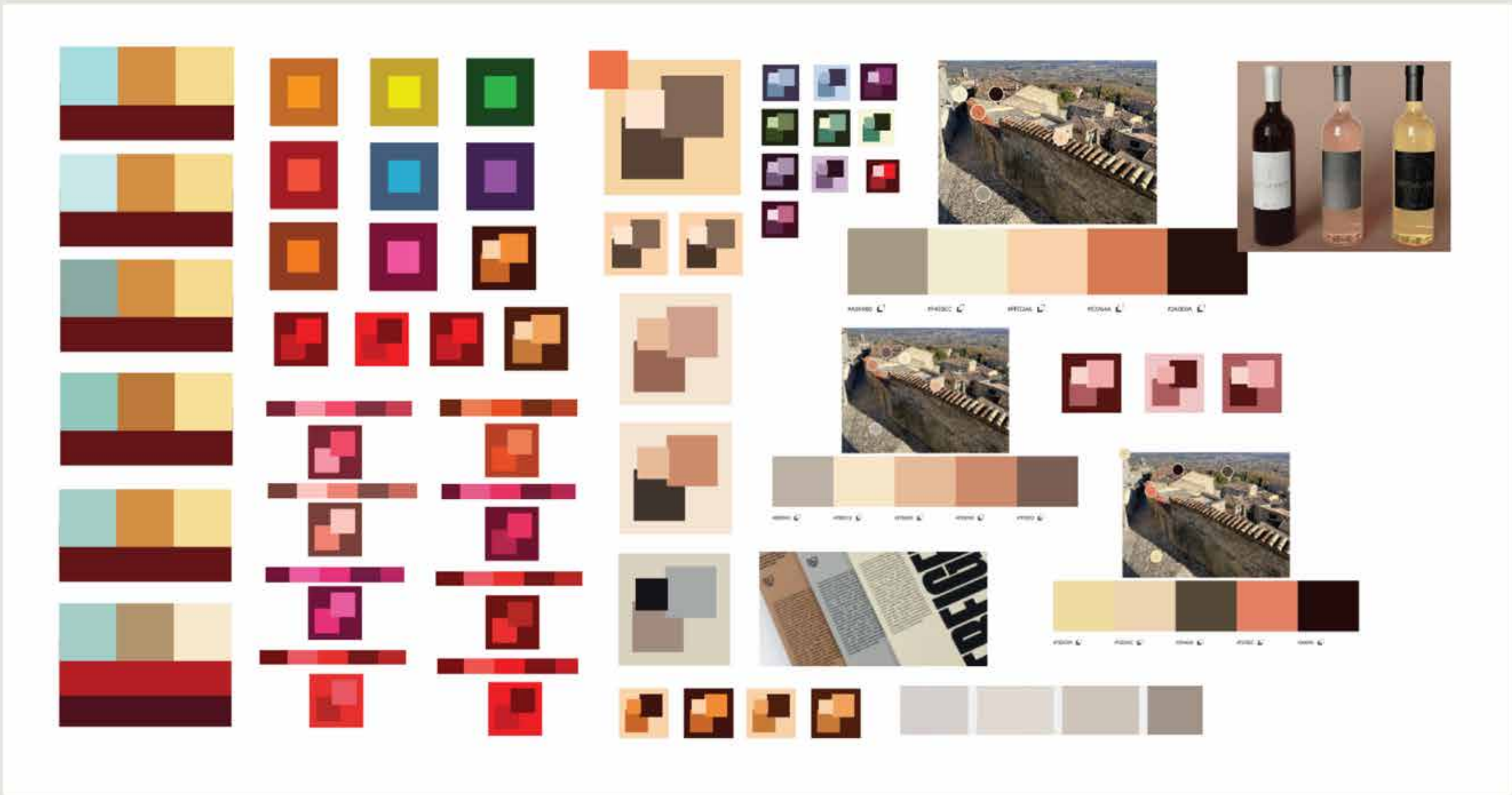
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Baroque frames
embellishments
monograms + initials
Royal emblems
alchemy on wine glass

DOMAIN
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fix font on ai file
create logo →
start labels

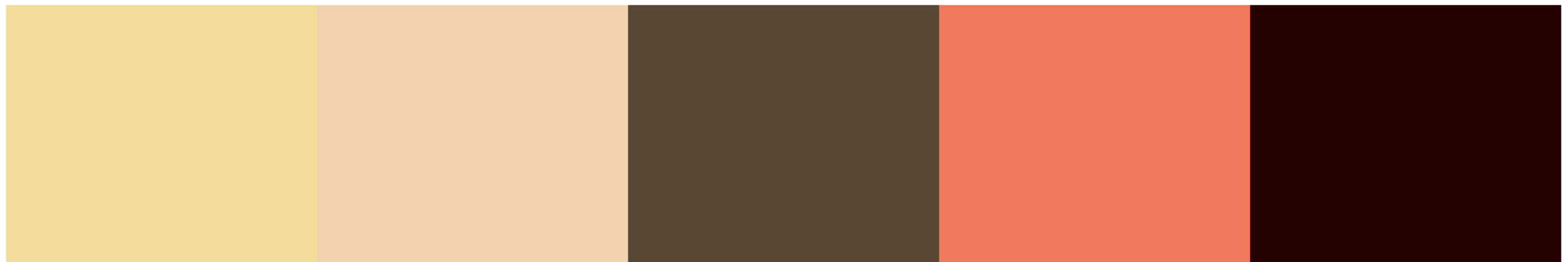
Color Palette Exploration







* The view from the library we worked out of in Lacoste, France.



#F2DC99 

#F2D3AC 

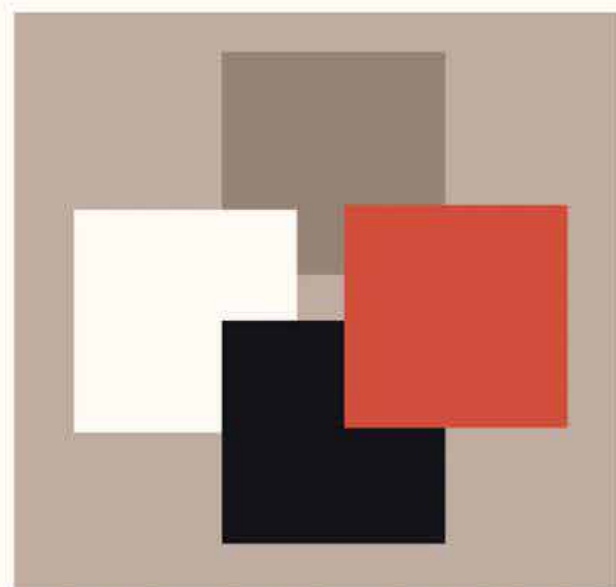
#594636 

#F2785C 

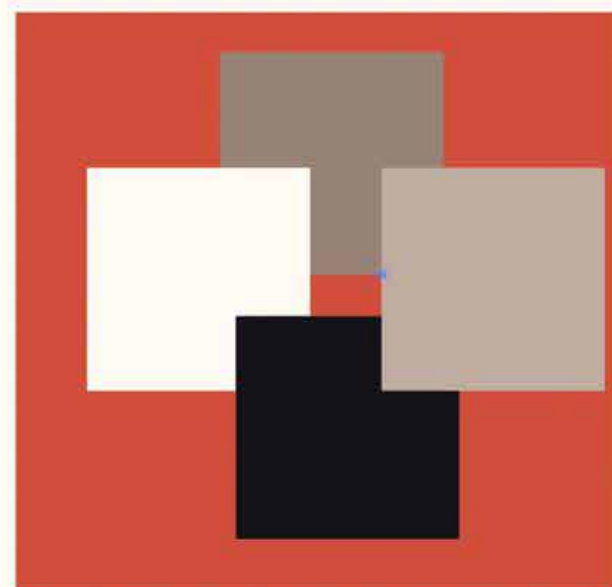
#260101 



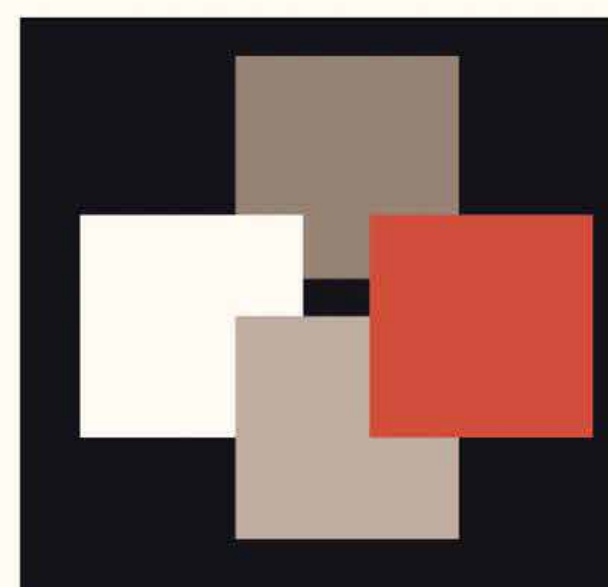
Rose

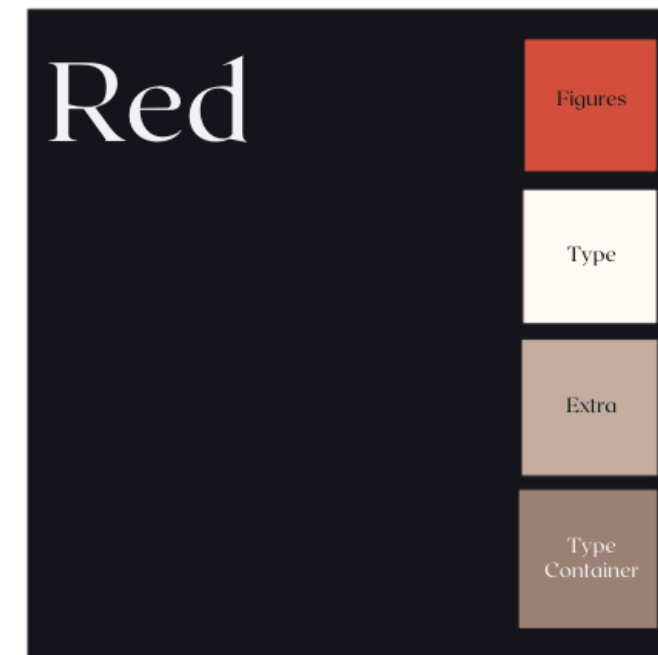
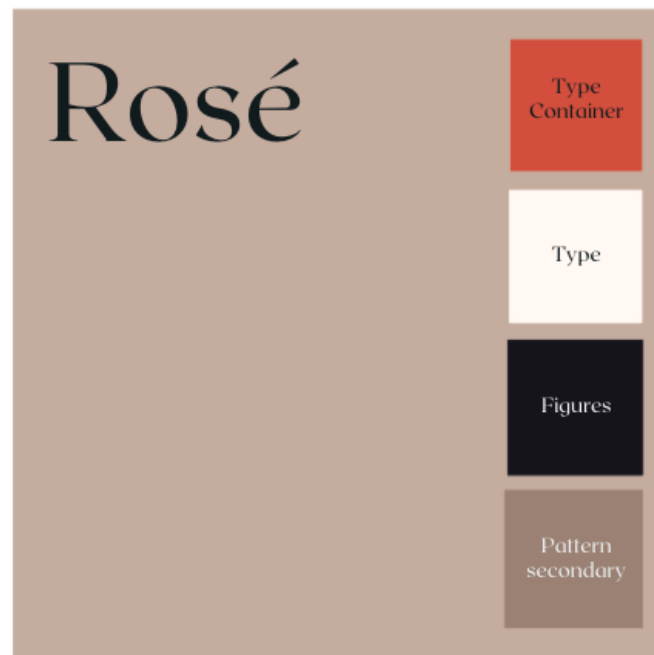


White

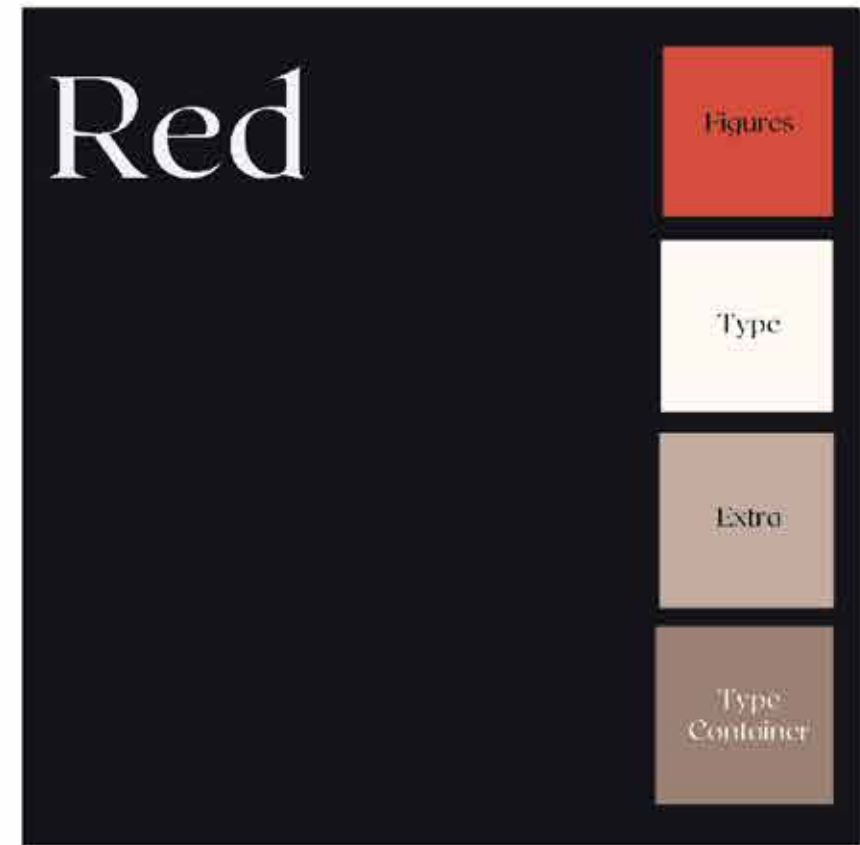
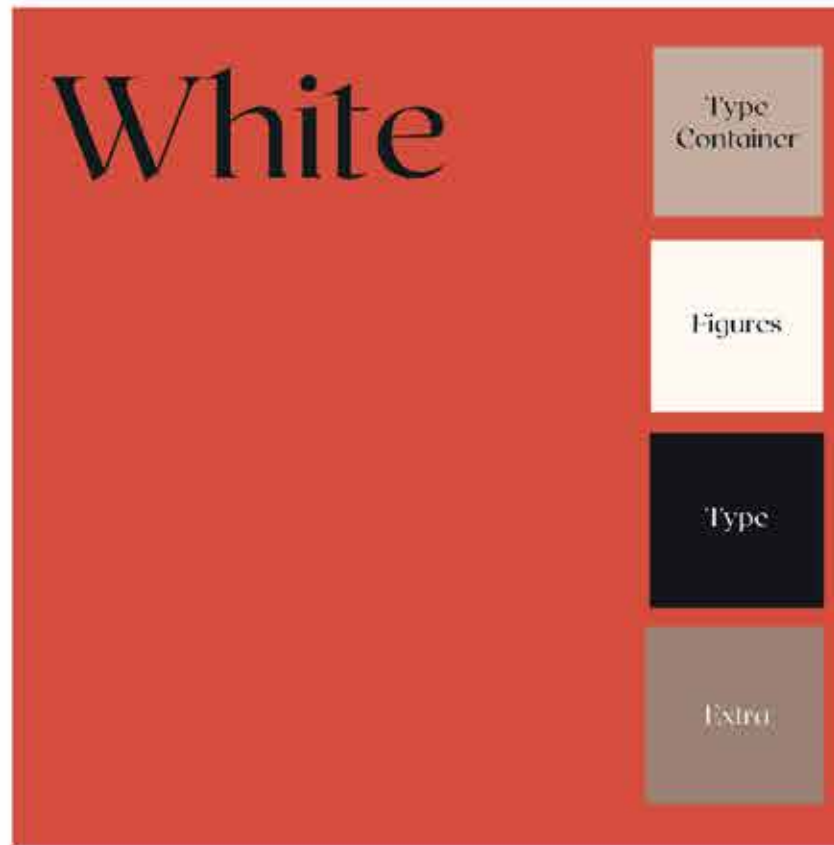
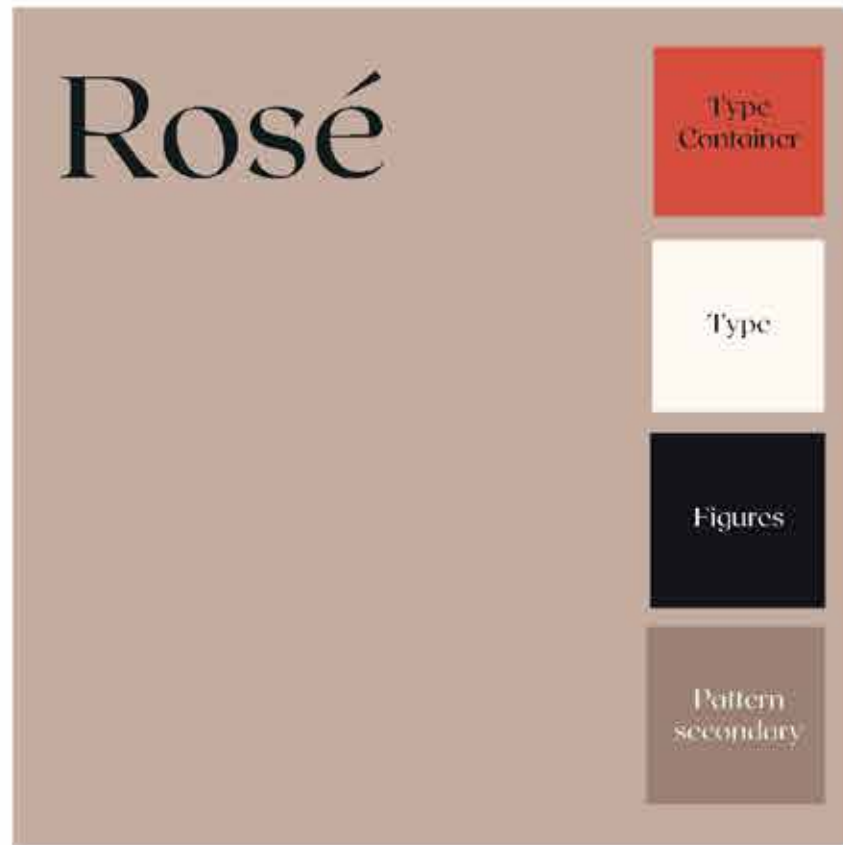


Red





Final Palette





Domaine Icon Sketches



Final Logo Icon



*mixture of Taya Person, Madeline Bragg's and my sketches and digital renderings of the logo idea

Wine Bottle Roughs





Wine Bottle Roughs



Final Bottles



Final Bottles



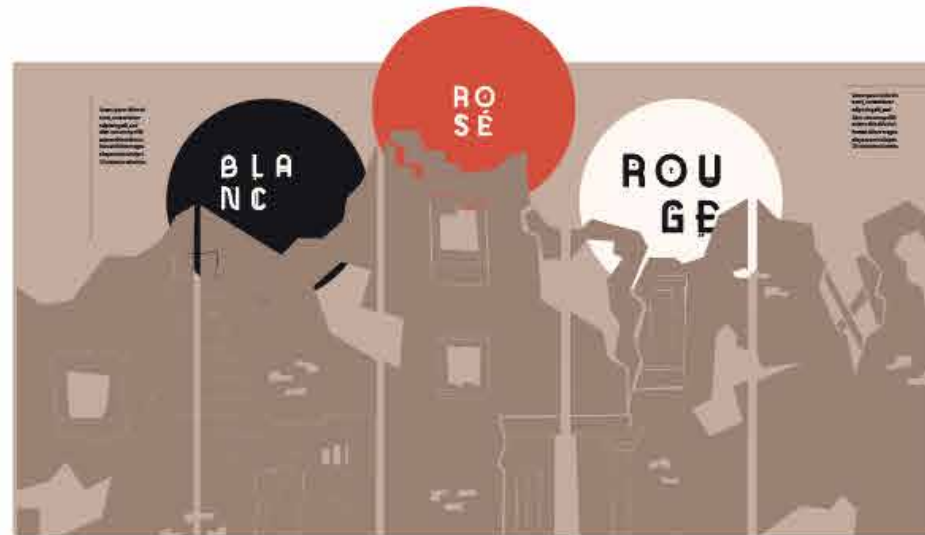
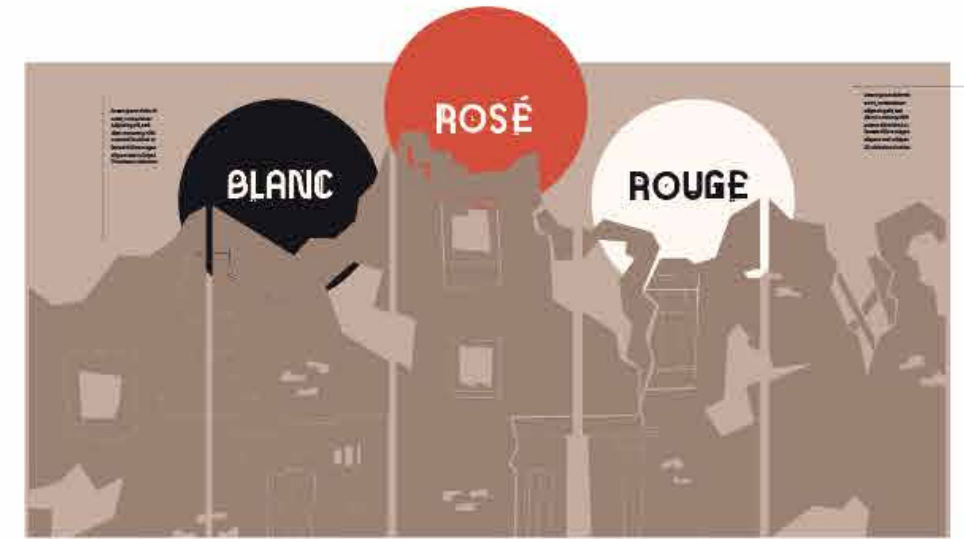
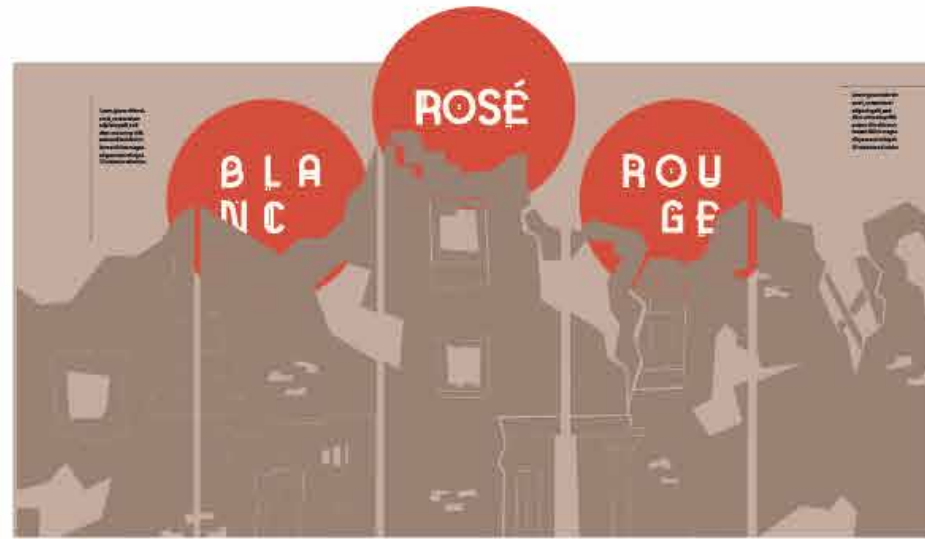
Final Bottles



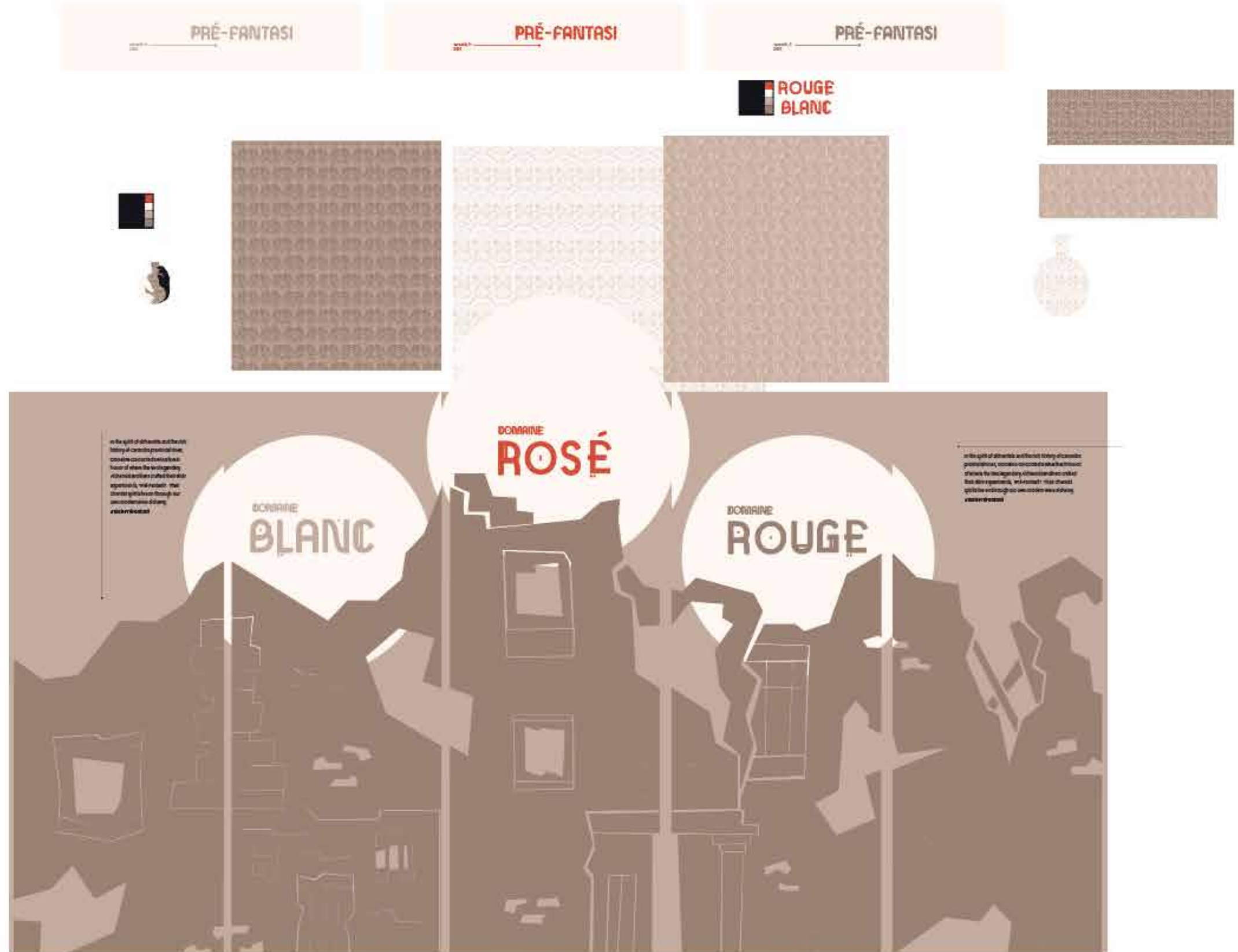
Final Mini Bottles



Boxed Wine Process



Boxed Wine Process



In the spirit of alchemists and the rich history of Carthage provided wine, Domaine conducted a wine line in honor of where the two legendary Alchemists Brothers crafted their alcohols, "The Fantasi". Their chemical spirit lies in through our own modern wine alchemy. #FantasiFantasi

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Final Boxed Wine



Final Boxed Wine



Postcards

