



VOICEBOX
CREATIVE

BUILDING BRANDS
THAT SPEAK VOLUMES

Client:

Constellation Brands

Project:

The Hogue Cellars Reserve

Project Services:

Packaging



Before

After

Challenges:

- Hogue needed a package update that would elevate its super premium (\$25-\$35) tier’s prestige beyond use of the word “Reserve,” a designation that had lost much of its meaning because of industry dilution and misinterpretation.
- The Hogue Reserve packaging had to highlight the Wahluke Slope and Yakima Valley of Columbia Valley while refreshing and enhancing the information hierarchy.

Solutions:

- Maintaining the fired-on ceramic treatment of the original design was a priority, but the legibility of information and its reflectivity on the glass needed to be improved, so Voicebox explored design layouts that would streamline product information and readability.
- The original vertical orientation of the white Hogue logo remains, but now includes “The Cellars” in grey ink to elevate and separate the tier from Hogue’s main line.
- The remaining product information appears in a horizontal serif font immediately below and is paced through the use of alternate color treatments. “Reserve” is treated in white, with the appellation designated in either a warm grey (Chardonnay) or a cool grey (Red Wines) to adjust for reflectivity against different glass colors. To differentiate the Chardonnay from the reds, the varietal description is printed green, while the reds are in red.
- “The Hogue Cellars” is repeated in silver on black on the capsule treatment, with a hit of red on top to add visual interest.
- Back labels pick up the vertical orientation of the Hogue logo on the front of the package, but type treatments are again paced through differentiating white, grey and green/red type, adding clarity and color to what was once a monochromatic presentation.

“Voicebox was asked to refresh and modernize the package of a highly limited wine brand. They clearly identified existing equities, reworked communication hierarchy and created a design that communicates handcrafted quality in a sleek, modern package. A \$30 wine now looks and feels like \$100.”

Vince Berry, Brand Manager



Constellation Brands

Three Meacham Place, San Francisco, CA 94109 | tel: 415 674 3200 fax: 415 674 5616 | www.voiceboxcreative.com

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