



VOICEBOX
CREATIVE

BUILDING BRANDS
THAT SPEAK VOLUMES



Client:

Constellation Brands

Project:

Ravenswood

Project Services:

Identity
Packaging

Challenges:

- With competition intensifying, sales slowing and insufficient tier differentiation creating confusion among consumers, retailers, distributors and the sales force, Constellation Brands commissioned Voicebox to redesign the Ravenswood brand identity and packaging design system.
- Ravenswood needed to elevate and modernize its brand position while distinguishing each tier’s quality and price point, without alienating loyal consumers.

Solutions:

- After revisiting the original 1979 design by David Lance Goines, Voicebox redrew the Ravenswood logo to restore its original character.
- The logo now scales in size according to each tier’s price point and appears consistently, with “Ravens” above the icon and “Wood” below, to lend order, balance and continuity to the range.
- Red accents on a fresh, white label stock give Vintners Blend, the brand’s premium introductory wine, a more modern and powerful shelf presence.
- Prominent use of Ravenswood’s signature silver on a crisp, cream label clarifies and expresses the regional character and higher price point of the super-premium County Series.
- The ultra-premium Single Vineyard Designates feature the renewed Ravenswood logo fired onto the glass for a clean and elegant presentation.
- The color-coding system and bold, iconic imagery extend to the shipper design, maximizing visual impact at retail.

“Voicebox provides a strategic vision and point-of-view to their creative work. Not only is their design/creative terrific, they have the strategic thinking behind their ideas and recommendations.”

Natasha Hayes, Brand Director



Constellation Brands

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