



VOICEBOX
CREATIVE

BUILDING BRANDS
THAT SPEAK VOLUMES



ST. CLEMENT

VINEYARDS

Client:

Foster's Wine Estates
Americas

Project:

St. Clement

Project Services:

Packaging

Challenges:

- St. Clement has enjoyed a loyal following for three decades, but the brand's image had become disjointed and confusing with the addition of multiple tiers and products.
- The brand needed a comprehensive design refresh to tell a unified story for its three product tiers: Napa Valley, Orropas and Single Vineyards, while maintaining the uniqueness of each.
- With Orropas performing well and winning awards, consistent links to the Napa Valley and Single Vineyard tiers were needed to create a halo effect and boost marketplace recognition of all St. Clement products.

Solutions:

- To address brand consistency across tiers, communicate heritage and improve identification as a product family, Voicebox placed the St. Clement logo and cross icon in a color-coded holding shape in the same location on each of the tiers' labels, and the words "Since 1878" on all capsules.
- A gold foil border with cross-detailing now appears on all tiers. Labels are printed on an understated, elegant matte label stock that maintains the primary color palette of soft white, rich red, dark blue and black for a unified look.
- Tiers are now differentiated primarily through color cues: soft white with blue accents for Napa Valley, blue with red accents for Orropas and black with gold accents for Single Vineyards, with capsules matching the color of the cross boxes on the labels.
- The Napa Valley tier's winery illustration was moved to mid-label with the words "Napa Valley" in gold script underneath. Gold calligraphy is also used to highlight "Orropas" on the center of the label to give this tier a more polished look. The Single Vineyard tier now features a silk-screened logo fired directly onto the bottles above slim and sophisticated gold on black paper labels that identify specific vineyards, varietals and vintages.
- The design updates now help to better communicate the St. Clement family architecture, visually differentiate each tier with ease and accentuate the products' exceptional quality.

"St. Clement has always been one of the best-kept secrets in Napa Valley. The Voicebox designs now help us tell a better brand story to a wider audience, without having lost what makes this product special, its consistent quality. The new packaging simply and elegantly communicates what we've known all along – that St. Clement is one of the best luxury brands in our portfolio."

Bill Piersol, Director of Marketing



Foster's Wine Estates Americas

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