

# BRAND GUIDELINES

FALL 2023, MADT 435 | BRAND IDENTITY  
BRIANNA BECK



# LITTLE SURREALIST

TAKE THE SIP FROM YOUR FANTASIES.

# TABLE OF CONTENTS

NO. ——— 02

**01.**

**VISION**

PAGE NO. 6

**04.**

**TONE OF VOICE**

PAGE NO. 14 - 15

**07.**

**COLOR**

PAGE NO. 22 - 23

**02.**

**BRAND**

PAGE NO. 7

**05.**

**LOGO**

PAGE NO. 16 - 19

**08.**

**APPLICATION**

PAGE NO. 24 - 31

**03.**

**MISSION**

PAGE NO. 8 - 13

**06.**

**TYPOGRAPHY**

PAGE NO. 20 - 21

**09.**

**CONTACT**

PAGE NO. 32

# INTRODUCTION

## WHO ARE WE?

NO. ——— 03

**Wine** - it's a drink that's been around for centuries.

Sometimes when things have been around for so long, they can get lost in old ways, fall in line with prestigious standards, and create affected cultures.

Little Surrealist is here to remold the old wine industry standards and escort you through a tasteful journey beyond the ordinary and the mundane. We are for the progressive dreamers of the world who desire a surreal wine experience that will leave you wanting more.

# WHAT IS SURREALISM TO US?

## WHY DOES IT MATTER?

Using “surrealist” in our name is an homage to the idea of dream like visions and spontaneity. Juxtaposition within surrealism is the “joining [of] two or more realistic images to create a new impossible/surreal image.”

Surrealism is the rebellion of conformity





# 1. | THE VISION

NO. ——— 06

Little Surrealist has a vision to join the idea of realistic standards of the wine industry with new innovation and inclusivity. A surreal product made for an audience of progressive dreamers.



# 2. | ABOUT LITTLE SURREALIST

NO. ——— 07



Little Surrealist started simply as a dream. During the early 2020s in the beautiful vineyards of Northern California, we embarked on a journey. Being the embodiment of a new “wine era”, we are a movement that speaks to the heart, the dreams, and the spirit of a younger generation.

Treading gently on this earth, we built Little Surrealist around the values of sustainability and inclusivity . Our commitment to eco-conscious winemaking is unwavering. Ensuring that every glass of wine embodies our dedication to preserving the beauty that surrounds us.

We are more than just wine; we’re an experience that transports you beyond the ordinary and into the surreal.

# 3. | THE MISSION

## WHAT ARE WE TRYING TO DO?

NO. ——— 08

Our mission is to redefine the world of wine, catering to young individuals who seek an enriching and empowering experience. By instilling a new cultural standard through our elegant and inviting eco-conscious options.

We aspire to guide you on a sensorily enchanting journey with every sip of our beautifully crafted wines.





# THE PURPOSE

WHAT'S THE PURPOSE?

NO. ——— 09



Our purpose is to create a meaningful and unforgettable product for young consumers who are entering the legal drinking age.

We are pushing for inclusivity through our products while returning to the artistry of wine through an eco conscious lens.







# OUR VALUES

NO. ——— 11

## WHAT DO WE VALUE?

1.

### RETURNING TO ARTISTRY

One of our most cherished values is celebrating wine making as an art form and expressing creativity within the crafting and design of our products. We are redefining what true artistry in modern wine brands mean.

2.

### INSPIRING CHANGE

We aim to break through tradition into the realm of a truly *surreal* experience. We provide options for everyone, and our “outside of the box” approach helps us inspire wine drinkers everywhere to chase even the wildest of dreams. Dreams of progress and of hope.

3.

### SUSTAINABLE EFFORTS

We are dedicated to crafting exceptional wines while minimizing our environmental footprint. We embrace eco-friendly practices that harmonize with nature, ensuring a more sustainable future for generations to come.

# TARGET CONSUMER

NO. ——— 12

## WHAT DO CONSUMERS NEED?

### 1. NEEDS

Inclusivity  
Eco-friendly options  
Aesthetically pleasing  
Breaks the status quo

### 2. CULTURE

Young  
Progressive  
Rebellious  
Eco-conscious

### 3. EMOTION

Excited  
Adventurous  
Dreamers  
Free Spirited  
Yearn for change

### 4. GOALS

Bring change to the world  
Uphold sustainability  
Buy from trustworthy brands  
Purchase aesthetic beverages

As Gen Z slowly starts entering the market for alcoholic beverages, they want a brand that speaks to them on personal and spiritual levels. The younger generations have a craving for brands that are honest, eco-conscious, and aesthetically pleasing.

Making a wine that is beyond our most surreal fantasies may seem impossible, but all Gen Z needs is a brand that holds inclusivity and craft to the highest standard.

NO. ——— 13

# 4. | TONE OF VOICE

NO. ——— 14

CASUAL

FORMAL



PLAYFUL

SERIOUS



STABLE

DYNAMIC



REALISTIC

IDEALISTIC





# OUR PERSONALITY

NO. ——— 15

## WHAT'S OUR PERSONALITY?

### Little Surrealist is...

A brand of **NON-CONFORMITY**, a brand of **PASSION**, a brand filled with **CREATIVITY & DREAMERS**.



# 5. | LOGO SYMBOLS

## WHAT IT MEANS TO US AND TO YOU

Our **primary logo** features a 16-point star with one of our primary typographic logos inside. We chose this particular shape because it can have many meanings while also having no meaning at all - that's the beauty of it!

Our logo should take on whatever meaning an individual chooses. To one person it may look like a beautiful shining sun, taking on the red hues of a sunset. To others, maybe a sharp and fast explosion, caught in beautiful chaos. Or maybe even a small splatter of wine that's fallen onto a perfectly white shirt.

Or, maybe it's just a star.



Both of our **secondary logos** use the shape and elements from our primary logo. All three showcase different elements that represent every asset in our brand's values and identity.

### **The Eye**

The eye, a timeless motif in surrealistic art, serves as a portal to a world where flavors are not just tasted but experienced, where each sip unfolds a story that transcends the boundaries of the expected.



### **The Hand**

Representing creativity, this element signifies the artisanal craftsmanship embedded in every aspect of our winemaking process. Its presence is a nod to the meticulous artistry that goes into each wine bottle.



# LOGO TYPE

NO. — 18

LITTLE — 2023  
SURREALIST

This is our main logo type, showcasing our brands name as well as our date established. The first “R” in our logo type is flipped vertically, symbolizing this idea of juxtaposition and non-conformity.



# COMBINATION MARKS

NO. ——— 19

A.



B.





# 6. | TYPOGRAPHY

## HEADING TYPE

QUICHE FLARE | 20 PX

Typography is the silent storyteller of our brand, speaking volumes through the curves, lines, and nuances of every character. At Little Surrealist, we recognize the profound impact of our chosen fonts on the narrative we create.

Our typography is more than just words on a bottle; it's a visual melody that resonates with our return to artistry in the world of wine.

### Quiche Flare Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Quiche Flare Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Quiche Flare Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## SUBHEADING & BODY TYPE

SANS SOURCE VARIABLE | 18 PX

### Sans Source Variable Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Sans Source Variable Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Sans Source Variable Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## SECONDARY TYPE

SOLVENT REGULAR | 15 PX

Our secondary font supports the vision of non-conformity and surrealist expression. It's unique, it's different, and it's the pillar of creative flare in our typography.

### SOLVENT REGULAR

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  
1 2 3 4 5 6 7 8 9 0

# 7. | BRAND COLORS







# 8. | APPLICATIONS

## OUR BOTTLE LABELS

To the right are two of our front labels for our Cabernet and Riesling varieties. Both labels feature our well loved two headed snake art.

The art, which features our two headed creature adorned with leaves on each side is on all of our first generation bottles.





# LITTLE—2023 SURREALIST

## RIESLING

A testament to both nature's brilliance and sustainable craftsmanship, our riesling is cultivated with care on eco-friendly vineyards. Aged in oak barrels, this wine whispers of juicy *peaches*, *pear*, and fresh *apricots*, creating a symphony of flavors that lingers long after the last sip.

13.5% ALC / VOL



0 83210673893 6

GLUTEN FREE | VEGAN FRIENDLY | NON-GMO



ME15c | IA5c

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

# LITTLE—2023 SURREALIST

## CABERNET SAUVIGNON

A testament to both nature's brilliance and sustainable craftsmanship, our cabernet is cultivated with care on eco-friendly vineyards. Aged in oak barrels, this wine whispers of *dark cherries*, *plums*, and a *hint of cocoa*, creating a symphony of flavors that lingers long after the last sip.

13.5% ALC / VOL



0 83210673893 6

GLUTEN FREE | VEGAN FRIENDLY | NON-GMO



ME15c | IA5c

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

To the left are two of our back labels for our Cabernet and Riesling varieties.

Each back label compliments the front label, with bright colors and our unique typographic choices.

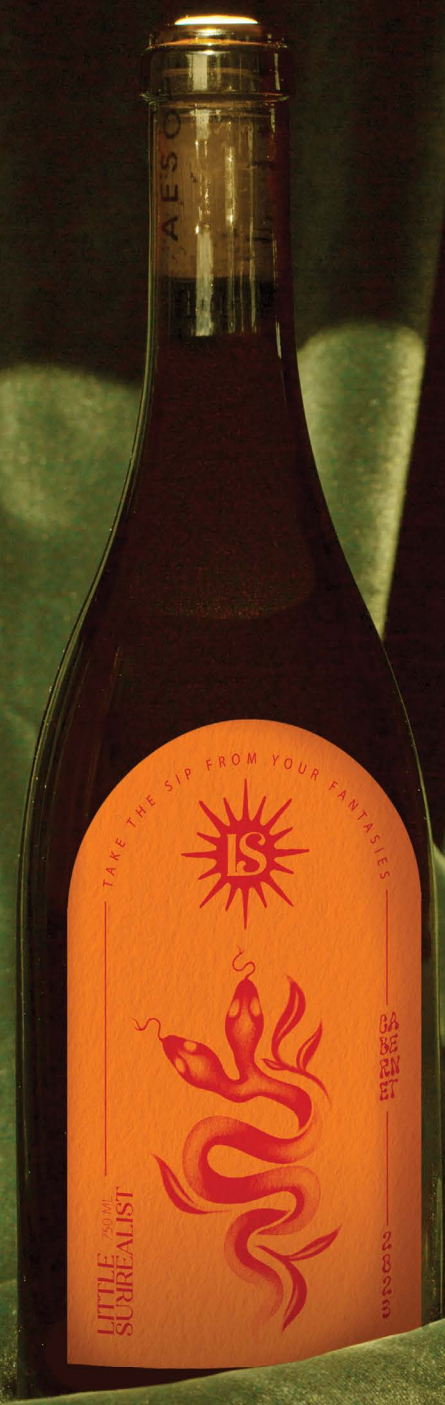
# OUR BOTTLES

A LOOK INTO THE SURREAL

NO. ——— 26















# COASTERS

A LOOK INTO THE SURREAL

NO. ——— 29



# OUR PACKAGING

## REVOLUTIONIZING BOXES

NO. ——— 30

In the spirit of our commitment to both exquisite taste and environmental stewardship, we place a paramount emphasis on safe and sustainable packaging.

Our boxes are not merely vessels; they are a testament to our dedication to a greener future. Crafted with precision and care, our packaging is 100% recyclable, ensuring that every sip from our bottles leaves a minimal footprint on the planet. As we raise a glass to the most surreal wines, we also raise the bar for responsible packaging.





We believe that the best wines should be complemented by the best packaging, harmonizing the pleasure of the present with a vision for a sustainable tomorrow.

Cheers to a world where every taste is an ode to both non-conformity and environmental consciousness.



# 9. | CONTACTS

## GET IN TOUCH WITH US!

NO. ——— 32

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