



**KEVIN AKERS** design + imagery

## *New Wine Labels*

Kevin Akers design + imagery got the opportunity to create a variety of different wine labels for clients in 2010.

Here is a look at new offerings from Kivelstadt Vineyard's Qualia and Dog Daze brands, Damas Vineyards in the Amador Valley and Armanino Family Cellars.

Cheers!

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[www.kevinakers.com](http://www.kevinakers.com)



## *Qualia Wines*

In 2005, the principals of The Kivelstadt Group acquired the 10 acre organic Kivelstadt Vineyard, located in the Sonoma Valley Mountains. Kevin Akers designed an icon to represent the vineyard's location on Wild Turkey Run.

In 2007, Jordan Kivelstadt, the principals' son, who had been studying winemaking for several years, bought a few tons of grapes from the vineyard and bottled his first vintage of Pavo Estate Syrah. It sold out and received very good reviews.

In 2009, it was determined that it would be helpful to offer some variety. Qualia is the name chosen for the umbrella brand of several wines and the new Syrah Grenache blend, a wine designed for food pairings.

Here is a look at the development of the new logo and label.

[www.qualiawines.com](http://www.qualiawines.com)



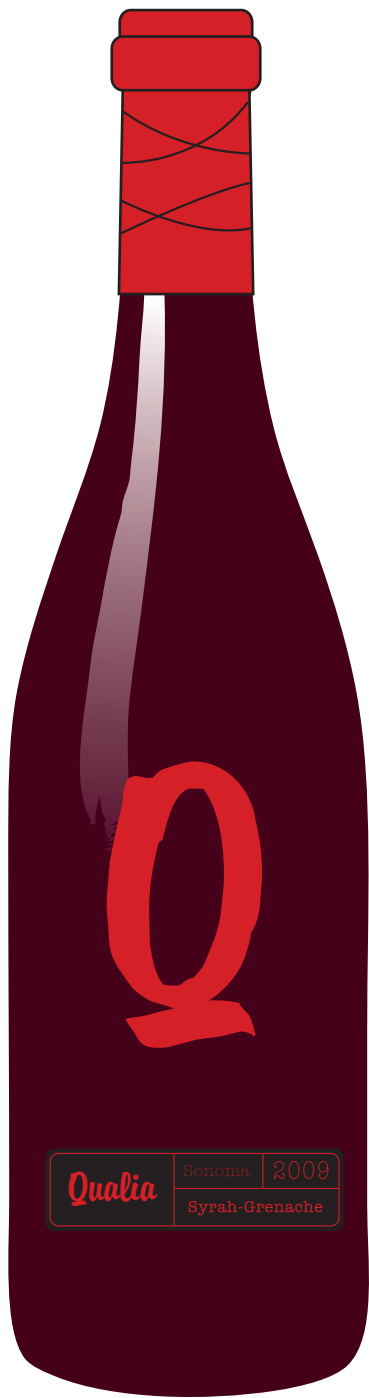


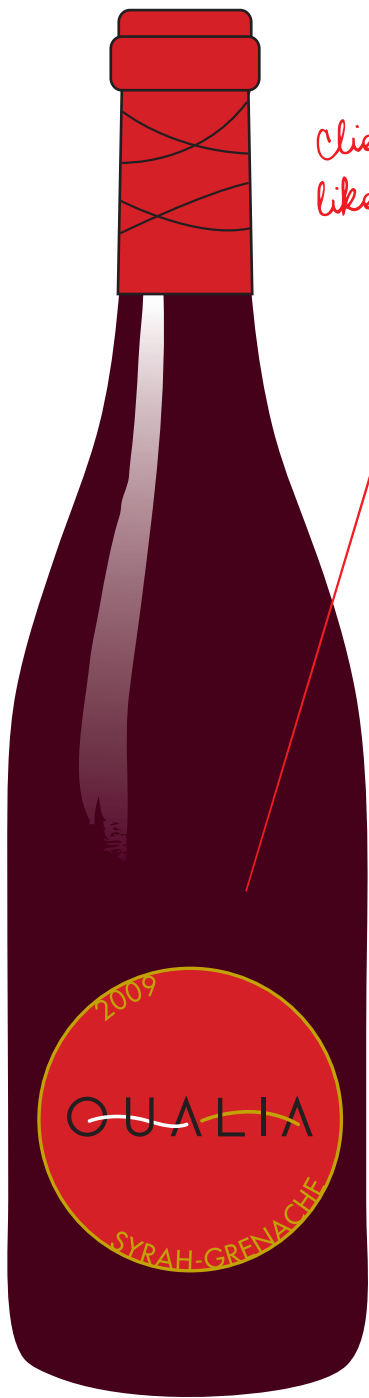
The first round started with red & black color schemes



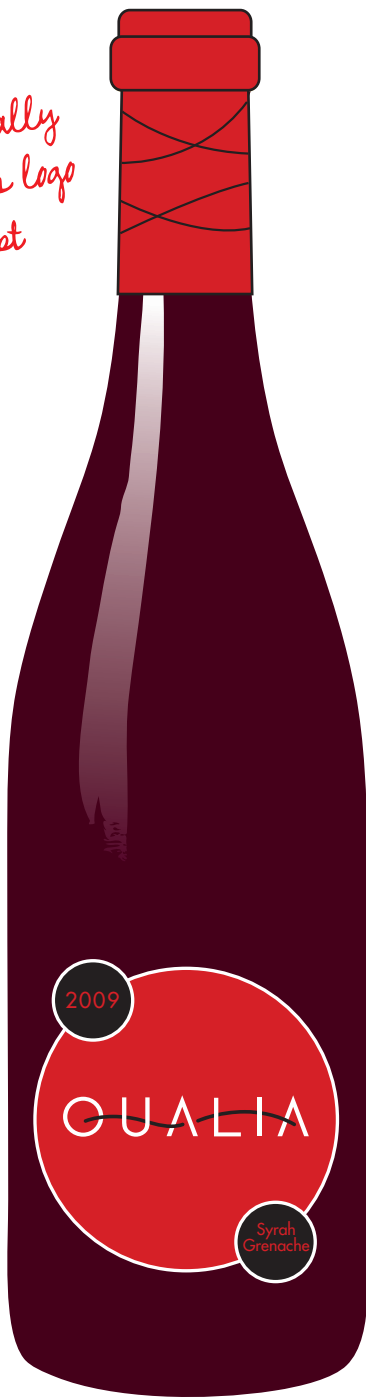


Introducing some gold and red foil printing techniques.





*Client really likes this logo concept*





What about a mythical goddess named Qualia?







*Introduce  
the turkey logo to  
coordinate with the  
vineyard*











The final Qualia logo and label!

# DOG DAZE

## *Dog Daze Wines*

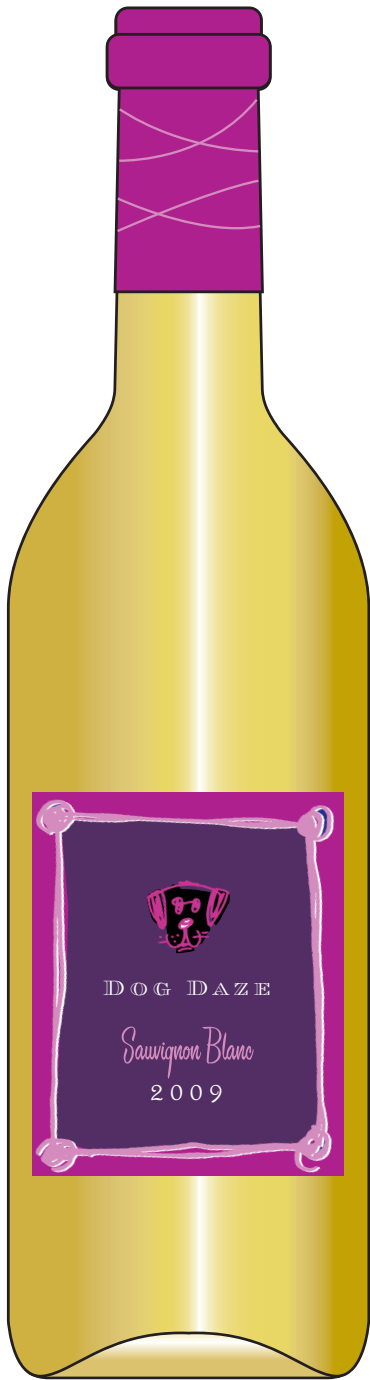
Dog Daze represents the fun and value oriented wines — sauvignon blanc and syrah rosé offered by Qualia.

The 2009 Syrah Rosé is about 83% Syrah from the Kivelstadt Vineyard and 17% Grenache from Kick Ranch Vineyard. The Rosé was made in the “saignee” style, meaning that after the Syrah and Grenache were sorted and crushed, a bleed was taken from each lot, combined in stainless steel, and fermented like a white wine.

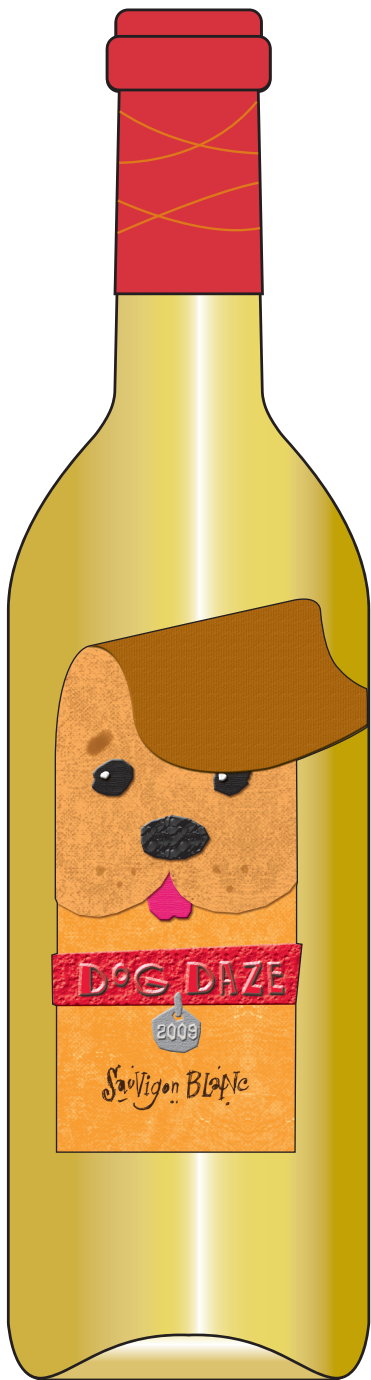
The creative brief outlined a fresh and friendly approach that would stand out on a shelf or stir up conversation at a restaurant table.

[www.qualiawines.com](http://www.qualiawines.com)





Having some fun with the family dog.



Working with fancy die-cuts.



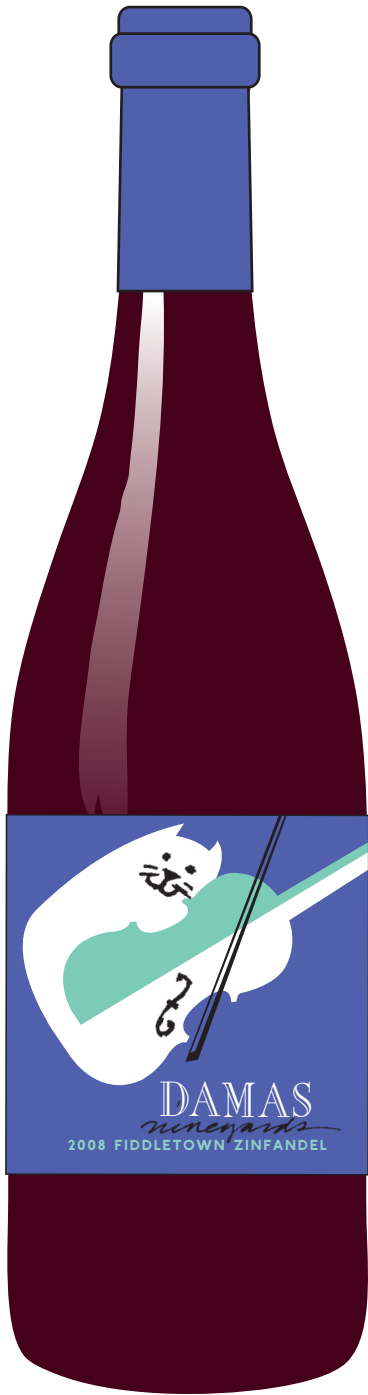
Final labels inspired by the owners' French poster art collection.

## *Damas Vineyards*

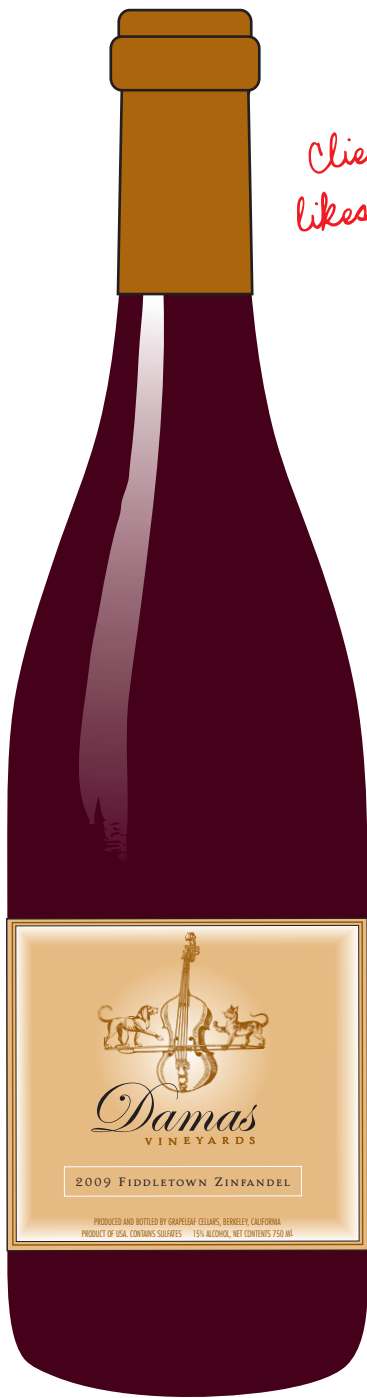
The Damas Vineyard was planted in 1998 at approximately 2000 foot elevation, in Amador County. The vineyard has 1,250 Zinfandel vines and occupies an area of about two acres. The vineyard slope is shaped like an amphitheater, facing southwest, in the Fiddletown appellation.

Damas wines have won medals in competitions ranging from the Amador County Fair to the San Francisco International Wine Competition, an annual blind tasting of thousands of wines from all over the world. The Zinfandel has also been selected for several prestigious wine clubs, including the NapaStlye and KQED Wine Clubs.

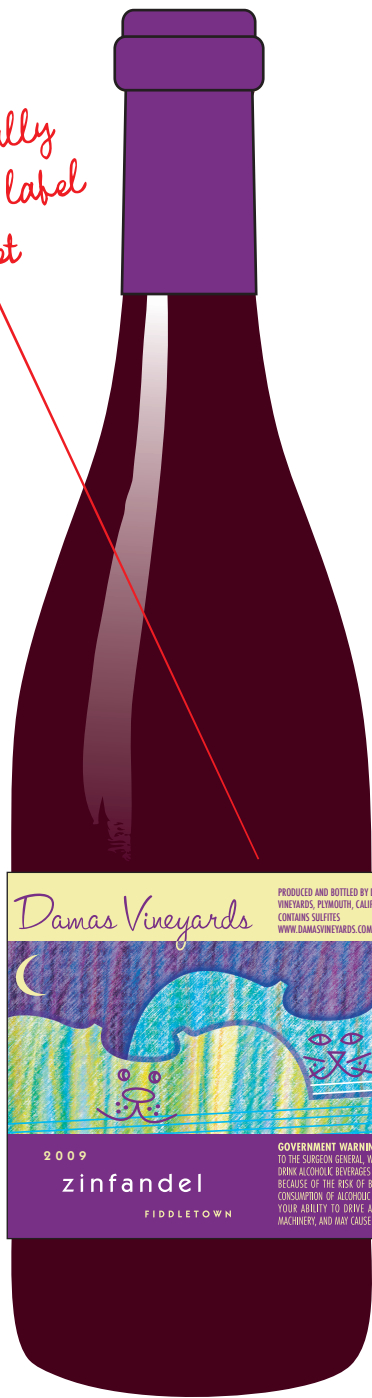
The owners wanted a light-hearted label that would reflect the entry price point and focus on the dog and cat mascots of the vineyard.



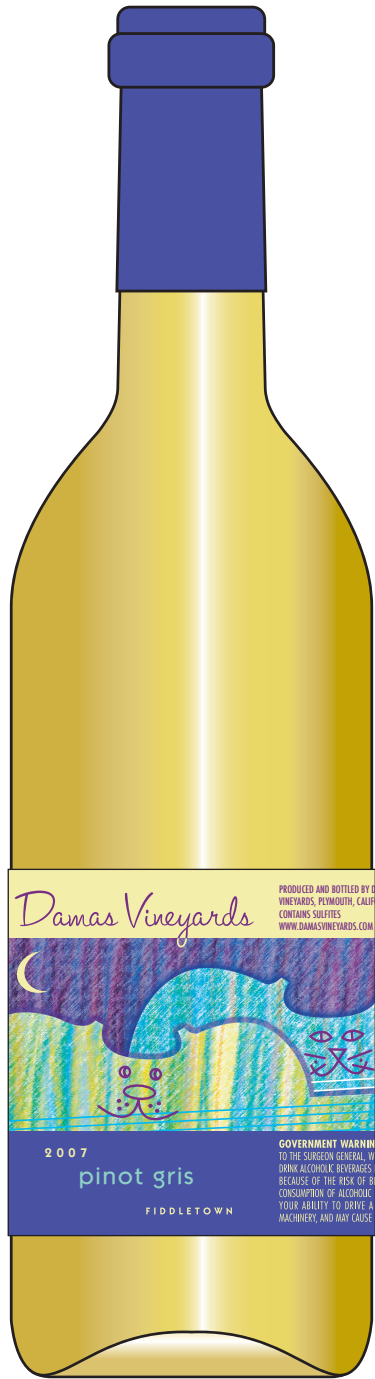
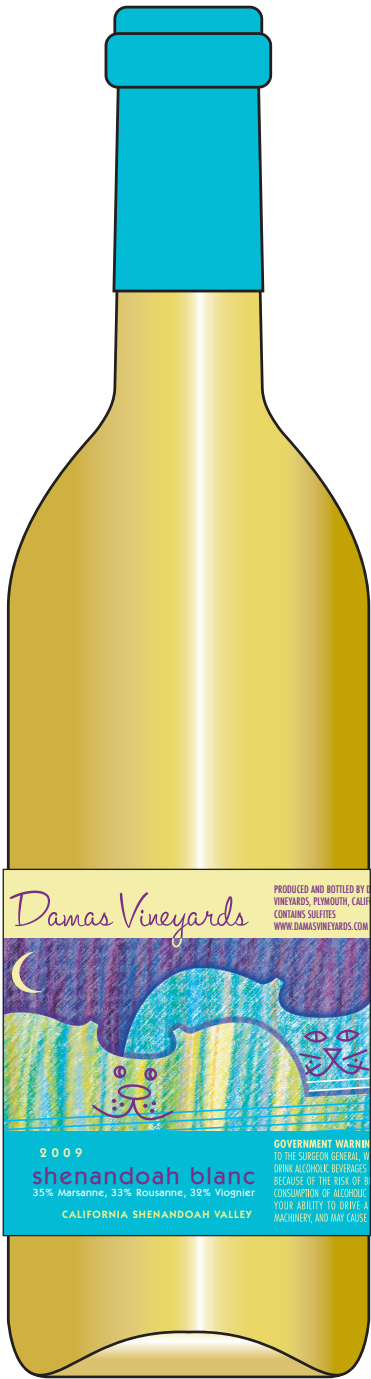
The creative brief for Damas Vineyards called for a wrap-around label.



*Client really likes this label concept*



Combinations of Cats & Dogs.



A new family of labels for Damas Vineyards.



## *Armanino Family Cellars*

Armanino Family Cellars is comprised of a father and his sons who share a passion for great wine and food, an appreciation of hard work and most of all, a devotion to family. These common values are the roots of Armanino Family Cellars.

Armanino Family Cellars is dedicated to handcrafting small lots of ultra-premium Cabernet Sauvignon and Pinot Noir that are complex, well-structured, and harmonious.

In 2010 they introduced a Zinfandel to the line with grapes from another branch of the Armanino family. Together they decided to name the wine Paesani, the Italian word for fellow countryman.



Two Families. One Wine. Zero Complaints.



Make an addition to your wine cellar and visit:

[www.qualiawines.com](http://www.qualiawines.com)

[www.damasvineyards.com](http://www.damasvineyards.com)

[www.armaninofamilycellars.com](http://www.armaninofamilycellars.com)

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