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In Spirit Design was asked to create the visual identity system for "Les Vignerons de Buzet" wine ranges, in order to foster and establish a consistent brand architecture, while transmitting the brand values and committed positioning in terms of CSR.

The cooperative will now have a unique capsule and a single size of eco-designed label for all the bottles. The new brand name starting with "Nous" ("We") signs the capsules in the same way as in a manifesto, and the new VB symbol is fixedly positioned on all the labels. This brand sign is dynamic, growing, positive, welcoming and benevolent: the "V", from "Vignerons" reflects the action, vitality and adherence of all members of the cooperative to a similar visionary and innovative approach; it extends into the natural and welcoming curves of the "B" from Buzet AOC, shaped as a heart, reflecting the generosity of their action.

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