Creative Circle Awards 2022



WHEN DESIGNING A NEW IDENTITY FOR "TOURIST", WE WANTED TO REFERENCE A CLEAR, VISUAL TRAVEL TROPE – THEREFORE, COMING UP WITH A "POSTCARD"-DIRECTION + GRID – FULFILLING THE ASK CREATING A MODERN, TIMELESS IDENTITY BUT WITH A "IRONIC", "NOSTALGIC" AND EXPRESSIVE EDGE.

"Small business identity", "Packaging Food" "Posters" for TOURIST



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Typography

Typeface - Neue Haas Grotesk by Linotype

Light Regular Medium Bold

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> NEUE HAAS GROTESK – AN EXTREMELY VERSATILE, WELL-DRAWN GROT WITH ALL THE RIGHT INGREDIENTS. MORE THAN EIGHT DISPLAY WEIGHTS, FROM THIN TO BLACK, PLUS A FURTHER THREE WEIGHTS DRAWN SPECIFICALLY FOR TEXT MAKE THIS MUCH MORE AGILE AND DIVERSE THAN OTHER SANS-SERIF TYPEFACES.

> SIGNIFIER IS A BRUTALIST 17TH CENTURY-INSPIRED TYPEFACE, DESIGNED BY KRIS SOWERSBY. ACKNOWLEDGING THE PROCESSES AND TOOLS OF DIGITAL FORM-MAKING, SIGNIFIER EMERGED FROM THIS ALCHEMY WITH BÉZIER CURVES AND SHARP VECTORS DETERMINED BY MACHINE LOGIC AND A BRUTALIST ETHOS.



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Logotype + Symbol

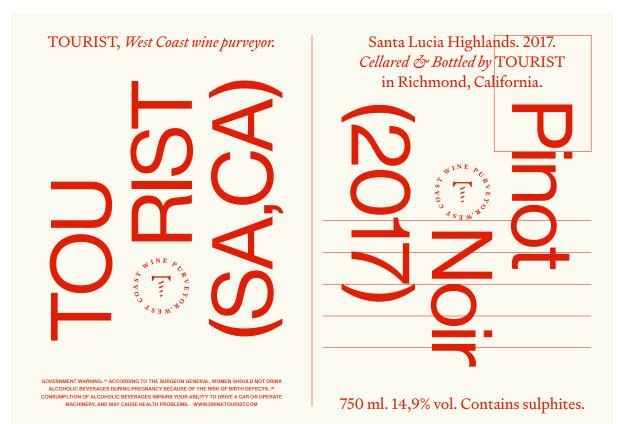
TOURIST

THE LOGOTYPE IS SET IN SIGNIFIER REGULAR, AND HAS STRONG LEGS FOR BOTH LABEL, PACKAGING ETC. DUE TO ITS COMPACT SHARPNESS. (RULE: TRACKING: -10 FOR FONT-SIZES UNDER 20PT: 0)



THE FOUNDATION IS AN INTERPLAY BETWEEN TWO TYPEFACES - SIGNIFER, AN SHARP ANTIQUA TYPEFACE (IDEAL FOR PRINT + DIGITAL USE), AS A MORE TRADITIONAL APPROACH, EXUDING THE VISUAL HERITAGE OF WINE - AND NEUE HAAS GROTESK, A MODERN GROTESK TYPEFACE, USED FOR DISPLAY/HEADLINES, E.G., ON THE LABEL, DISPLACED IN DIFFERENT WAYS. THE "WINE-PICKER"-SYMBOL IS BASED ON SIGNIFIER, REFERENCING A POSTCARD-STAMP, WHILE INDICATING THE GIVEN WINE AS A PRODUCT OF "TOURIST"

Composition + Labels + Colors



THOUGH IT'S A FULLY TYPOGRAPHIC IDENTITY, IT'S STILL LIVELY, GRAPHICALLY DYNAMIC AND STRIKING, AND MOST IMPORTANTLY EFFICIENT IN TERMS OF IMPLEMENTATION ACROSS DIFFERENT MEDIUMS - STATIONARY, WEB AND SO FORTH. BESIDES THE PRIMARY COLOR, RED, THE SECONDARY COLORS FOR THE LABELS ARE CHOSEN BY THE GIVEN WINEMAKER, AIMING FOR A PALATABLE COLORSCHEME.





Bottle + Box + Merch

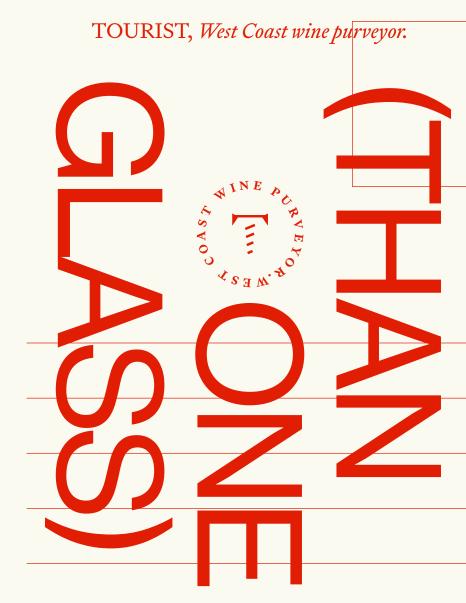


THE PURPOSE OF HE UNDERLYING GRID IS TO CREATE DIFFERENT READING PATTERNS, FOR LABELS AND ALL OTHER ELEMENTS, DISPLACING TEXT BOTH VERTICALLY AND HORIZONTALLY. THIS MAKES FOR A LABEL, WHERE YOU E. G. HAVE THE HEADLINES HORISONTALLY WHEN THE WINE IS POURED, AND VERTICALLY WHEN THE BOTTLE IS STANDING.

Greeting cards

Cellared & Bottled by TOURIST in Richmond, California.

TOURIST, West Coast wine purveyor.



Cellared & Bottled by TOURIST in Richmond, California.

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Single poster



IN CORRELATION WITH THE VISUAL IDENTITY, WE ALSO DID A SERIES OF POSTERS, FOLLOWING THE CONCEPTUAL "POSTCARD"-GRID FROM THE LABEL COMPOSITON. FOR A SINGLE POSTER WE'D SHOW THE FULL COMPOSITION, YET WHEN A SERIES, WE'D DIVIDE THE GRID INTO MULTIPLE PIECES, TOGETHER WITH A STATEMENT, E. G. "TOURIST. TASTE LIKE MORE (THAN ONE GLAS)".

Poster-series



Web ex.



TOURIST SUBSCRIPTION SIGNUP	ABOUT US MY ACCOUNT HELP DESK	
Pinot Noir 2017 Santa Lucia Highlands	WINE BLEND: 110% estate-grown Pinot	Santa Lucia Highlands. 2017.
PAIRS WITH: Grilled Artichokes, Summer Green Salad	WINE MAKER Prima Materia Vineyard & Winery	Cellared & Bottled by TOURIST in Richmond, California.
VINE INDEX	GRAPE VARIETIES	
N ° 241256	Riesling	
N ° 241256	Cabernet Sauvignon	
N ° 244256	Chardonnay	
N° 227256	Chardonnay	
√°244266	Chardonnay	
N ° 341856	Meriot	\sim
N ° 242556	Meriot	$\underline{\smile}$.
N ° 141236	Pinot Noir	
N ° 441256	Sauvignon Blanc	•
N° 245259	Syrah	750 ml. 14,9% vol. Contains sulphites
√° 461256	Zinfandel	1

TOURIST SUBSCRIPTION SIGNUP ABOUT US MY ACCOUNT HELP DESK							
$\Lambda/L_{\rm res} = O_{\rm res} L_{\rm res} + L_{\rm res}$							
Wine Selection							
WINE INDEX	GRAPE VARIETIES	PROD. OF	EDT. NR.	VOL.	YEAR		
N ° 241256	Riesling	Livermore	/200	15,5%	2021		
N ° 241256	Cabernet Sauvignon	Mendocino County	/400	14,5%	2021		
N ° 244256	Chardonnay	Marin County	/1200	13,5%	2020		
N ° 227256	Chardonnay	Marin County	/500	13%	2021		
N ° 244266	Chardonnay	Mendocino County	/200	13%	2020		
N ° 341856	Merlot	Napa Valley	/1000	13%	2019		
N ° 242556	Merlot	Paso Robles	/200	12,5%	2021		
N ° 141236	Pinot Noir	Marin County	/140	12,5%	2021		
N ° 441256	Sauvignon Blanc	Napa Valley	/200	12,5%	2020		
N ° 245259	Syrah	Paso Robles	/160	12%	2018		
N ° 461256	Zinfandel	San Luis Obispo	/100	11,50%	2020		



Stationary



www.drinktourist.com contact@drinktourist.com

(SA,CA)

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