

How the wine industry can  
transform industry headwinds into

# RAPID REINVENTION



Expert in Business Change,  
Transformation & Reinvention





# ABOUT ROWENA

Rowena Millward is an author, speaker, strategist, and transformation advisor who brings rare depth, precision, and warmth to her work across leadership, business, and personal growth. With a career spanning global leadership roles across 20+ countries, Rowena blends real-world operational savvy with a distinctly human-centred lens. Her work helps individuals and organisations navigate inflection points with clarity, courage, and momentum. Whether speaking to a boardroom or writing from the heart, Rowena's presence is anchored in integrity, layered insight, and an unwavering belief in the power of reinvention.





# ABOUT ROWENA

Rowena Millward is an author, speaker, strategist, and transformation advisor who brings rare depth, precision, and warmth to her work across leadership, business, and personal growth.

With a career spanning global leadership roles across 20+ countries, Rowena blends real-world operational savvy with a distinctly human-centred lens. Her work helps individuals and organisations navigate inflection points with clarity, courage, and momentum.

Whether speaking to a boardroom or writing from the heart, Rowena's presence is anchored in integrity, layered insight, and an unwavering belief in the power of reinvention.





# RAPID REINVENTION

Rapid Reinvention is Rowena's corporate-facing body of work designed for leaders and organisations navigating complexity, change, and growth. It sits at the intersection of business strategy, leadership development, and people-centric transformation.

Grounded in research and delivered with precision, it's built for the C-suite, senior teams, and professionals who want actionable insight, not just inspiration.

This work leads with clarity, strength, and direction-offering frameworks, education, and facilitation that move individuals and systems from stuck to strategic.

It's bold, intelligent, and deeply practical-reflecting Rowena's ability to bridge hard metrics with human insight.

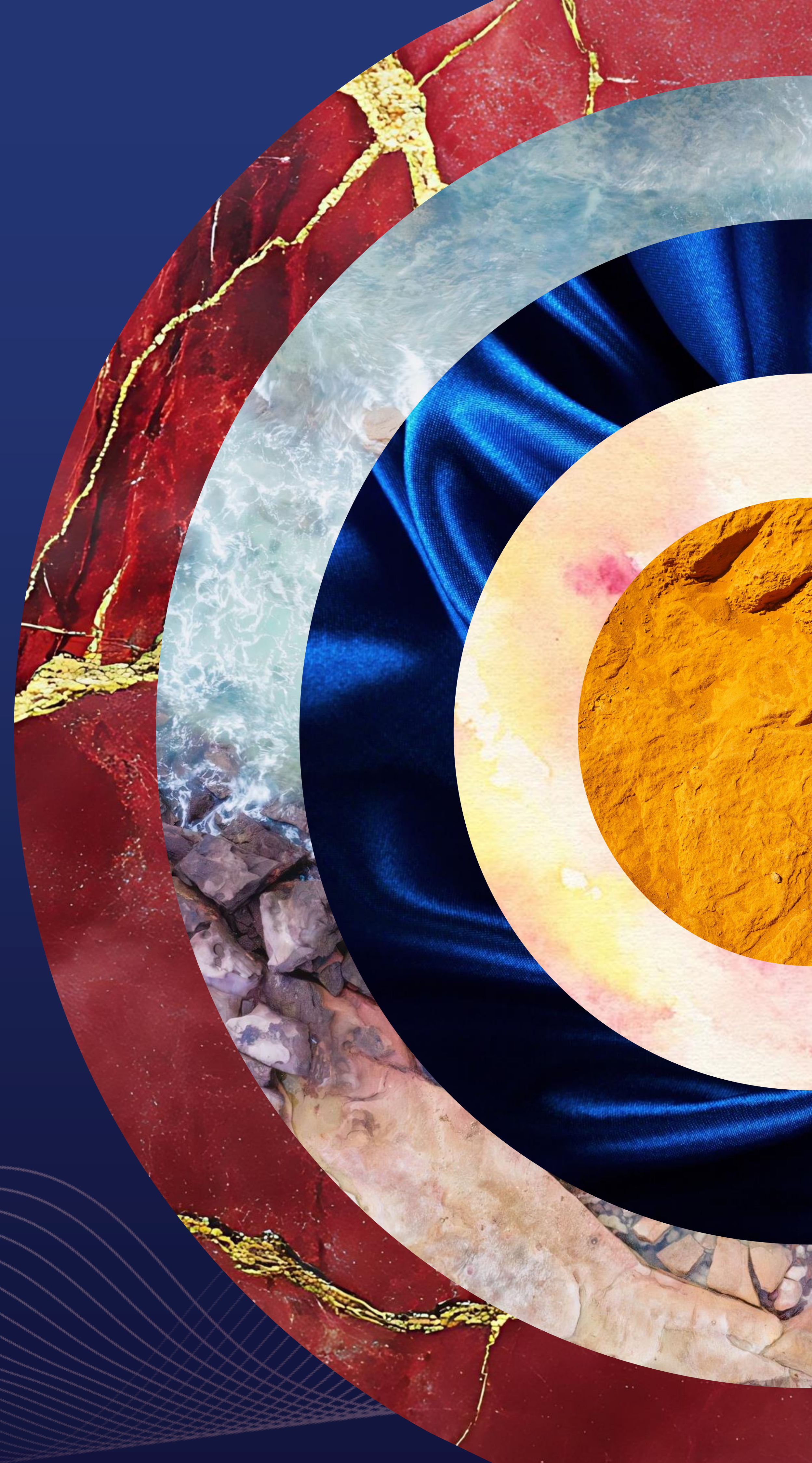


# ESSENCE OF ROWENA

At the core of Rowena's brand is elegant duality. She brings both strength and subtlety, direction and empathy, data and depth. Her gift lies in distilling complexity into clarity, and guiding people and systems forward-decisively, yet with care.

Visually and energetically, her brand holds space for layers: the polished and the raw, the intellect and the intuition, the structural and the soulful.

Whether she's on stage, in a boardroom, or in print, Rowena communicates not only with authority but with artistry-creating space for both transformation and resonance.





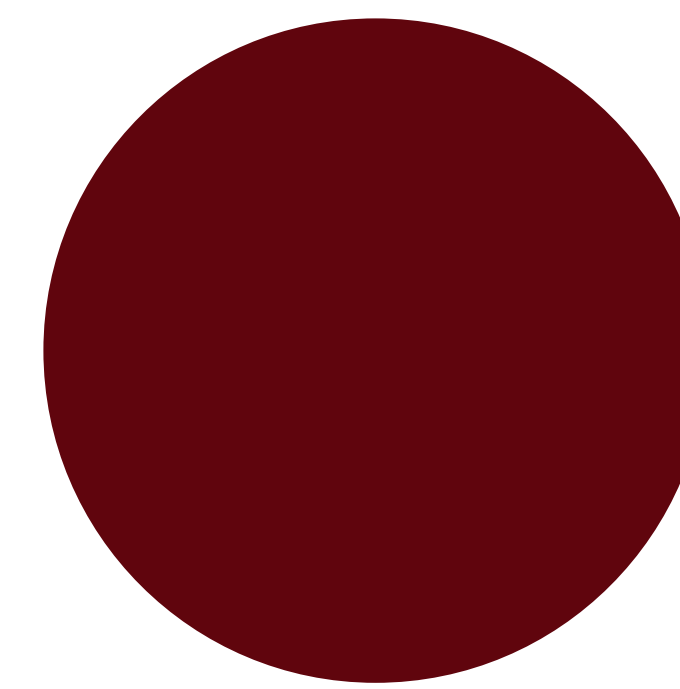
# LOGO COLOR VARIATIONS



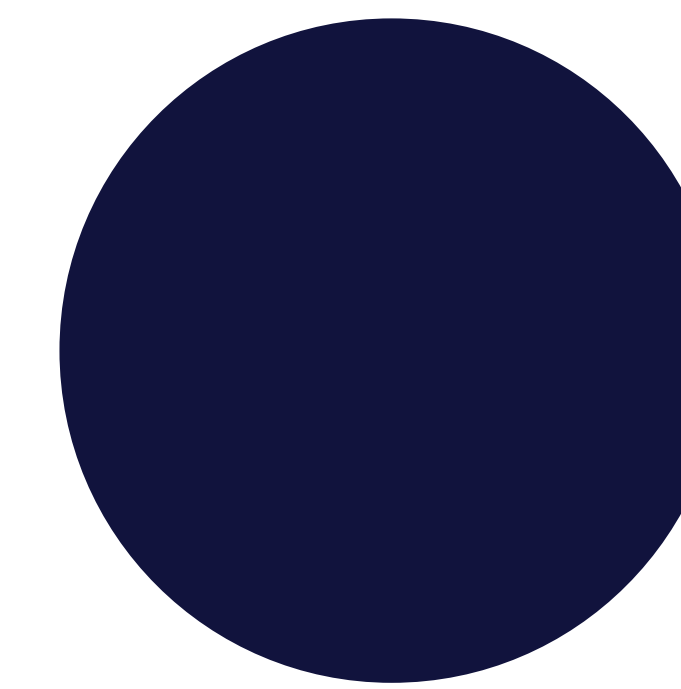




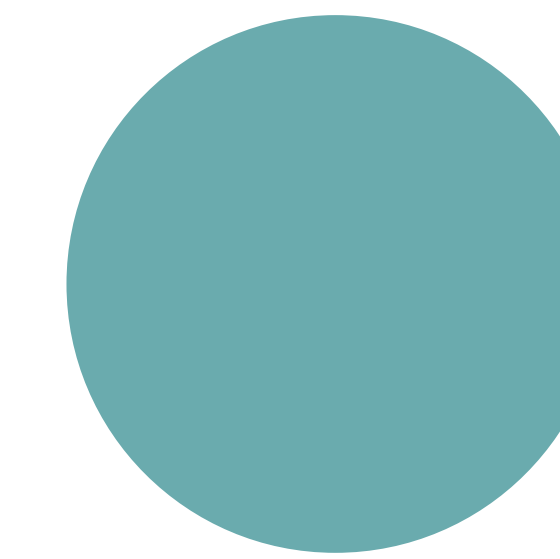
# COLOR PALETTE



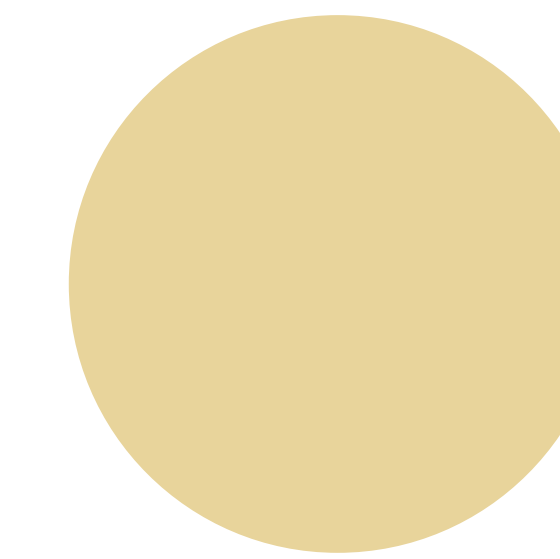
Black Cherry  
#60050D



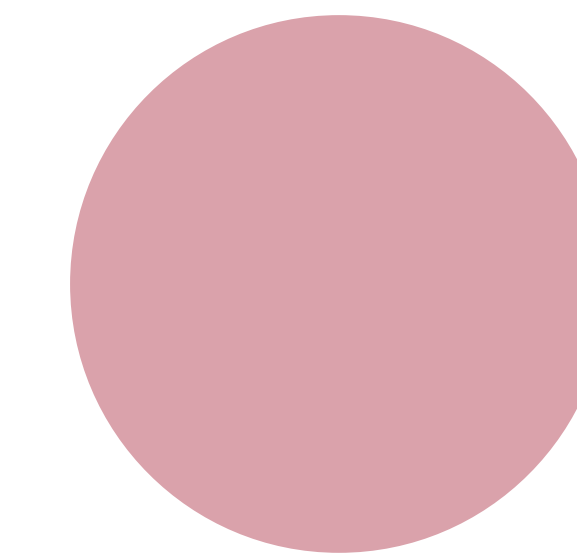
Deep Navy  
#11133D



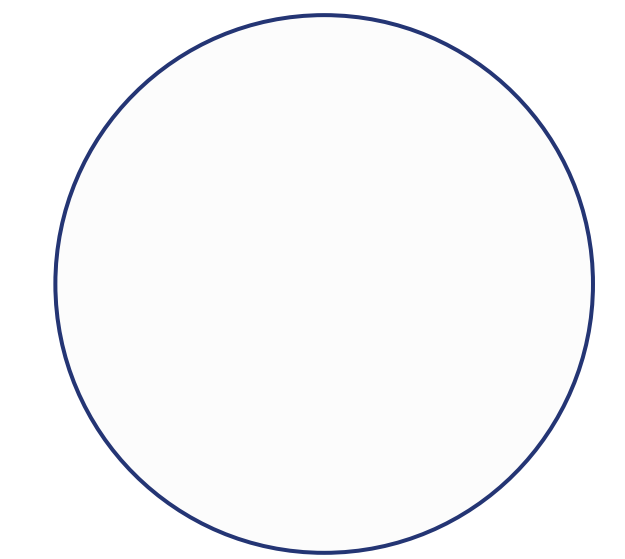
Tropical Teal  
#6AABAE



Vanilla Custard  
#E8D49B



Old Rose  
#DAA2AB



White  
#FCFCFC

Rooted in Deep Maroon and Navy, this palette creates a strong, sophisticated foundation for Rowena's brand. Gold accents provide polish, Old Rose offers a warm personal thread, and Tropical Teal adds freshness and contrast. With texture cues from granite and marble, the system conveys depth, nuance, and authenticity while maintaining a cohesive, premium feel.





# TYPEFACE *Raleway*

## UPPERCASE

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

## LOWERCASE

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

## FIGURES

0 1 2 3 4 5 6 7 8 9

## SPECIAL CHARACTER

! @ # \$ % ^ & \* ( ) - \_ = + { } [ ] \ | ; : " ' < > . ? / ~ `





# TYPEFACE *Beyond Infinity*

## UPPERCASE

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

## LOWERCASE

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

## FIGURES

0 1 2 3 4 5 6 7 8 9

## SPECIAL CHARACTER

! @ # \$ % ^ & \* ( ) - \_ = + { } [ ] \ | ; : " ' < > . ? / ~






# TYPEFACE (ORIGINAL)

Raleway *Beyond Infinity*

The combination of Raleway and Beyond Infinity works beautifully for Rowena's brand because it balances clarity with personality. Raleway provides a clean, modern, and highly readable foundation for all core communications, while Beyond Infinity adds a distinctive handwritten elegance that reflects Rowena's warmth, artistry, and personal touch.

Retaining this pairing ensures brand consistency, preserves her established visual identity, and maintains the recognizable look her audience already associates with her work.





# TYPEFACE ITC New Baskerville

## UPPERCASE

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

## LOWERCASE

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

## FIGURES

0 1 2 3 4 5 6 7 8 9

## SPECIAL CHARACTER

! @ # \$ % ^ & \* ( ) - \_ = + { } [ ] \ | ; : " ' < > . ? / ~ `





# TYPEFACE **Coco Gothic**

## UPPERCASE

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

## LOWERCASE

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

## FIGURES

0 1 2 3 4 5 6 7 8 9

## SPECIAL CHARACTER

! @ # \$ % ^ & \* ( ) - \_ = + { } [ ] \ | ; : " ' < > . ? / ~ `





# TYPEFACE (OPTION 2)

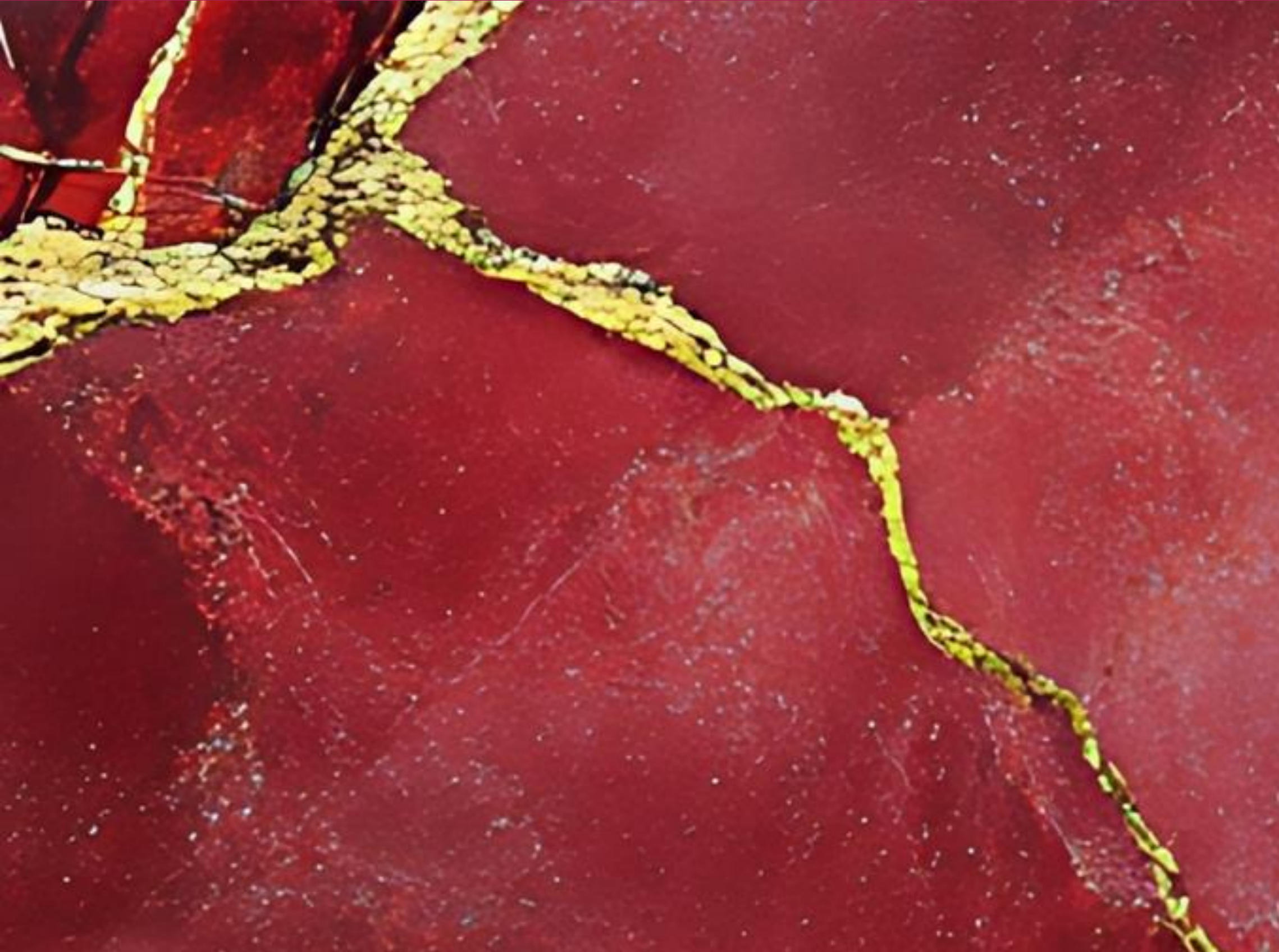
## ITC New Baskerville      Coco Gothic

If Rowena prefers a more formal and corporate-leaning direction for her updated branding, the combination of ITC New Baskerville and Coco Gothic offers a refined, timeless alternative.

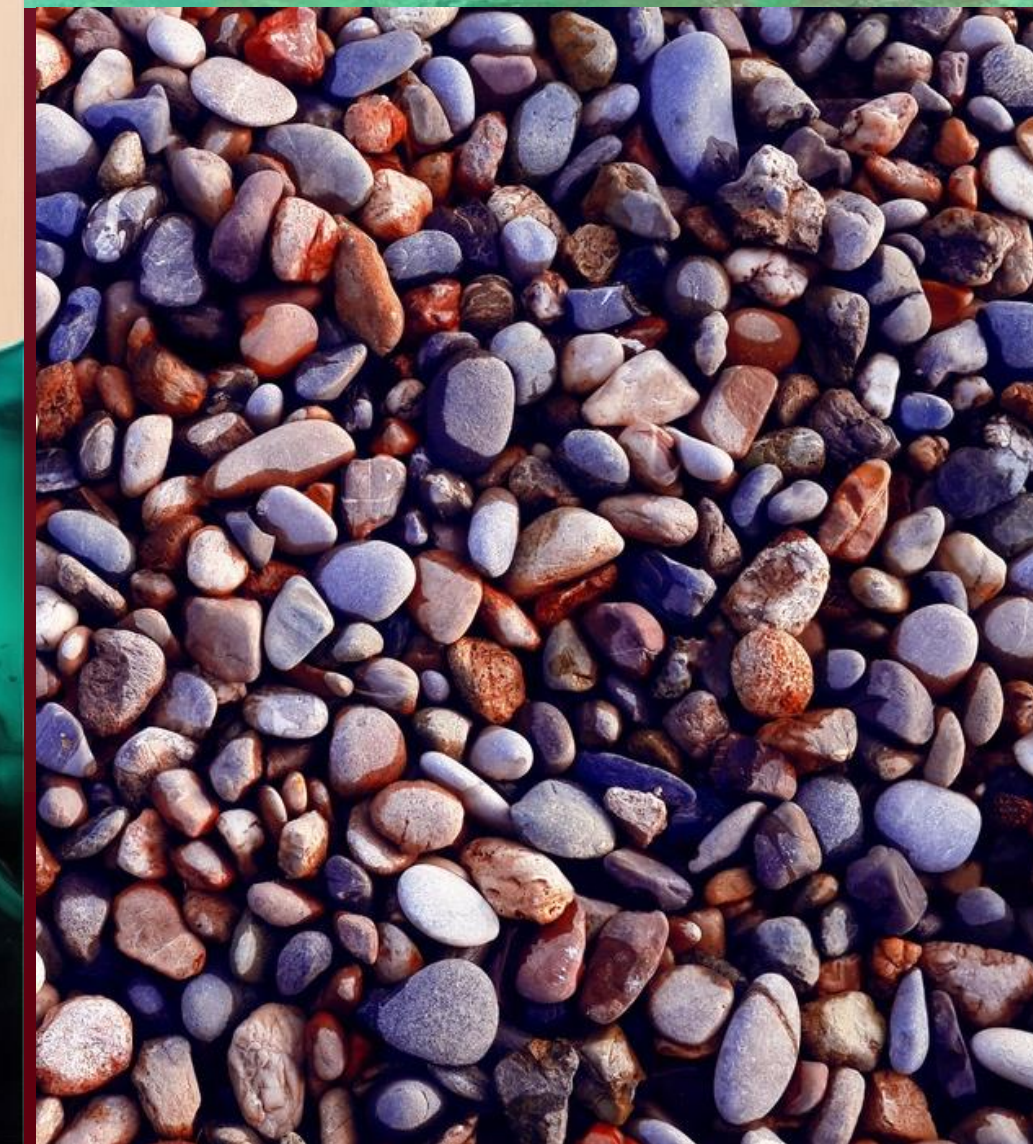
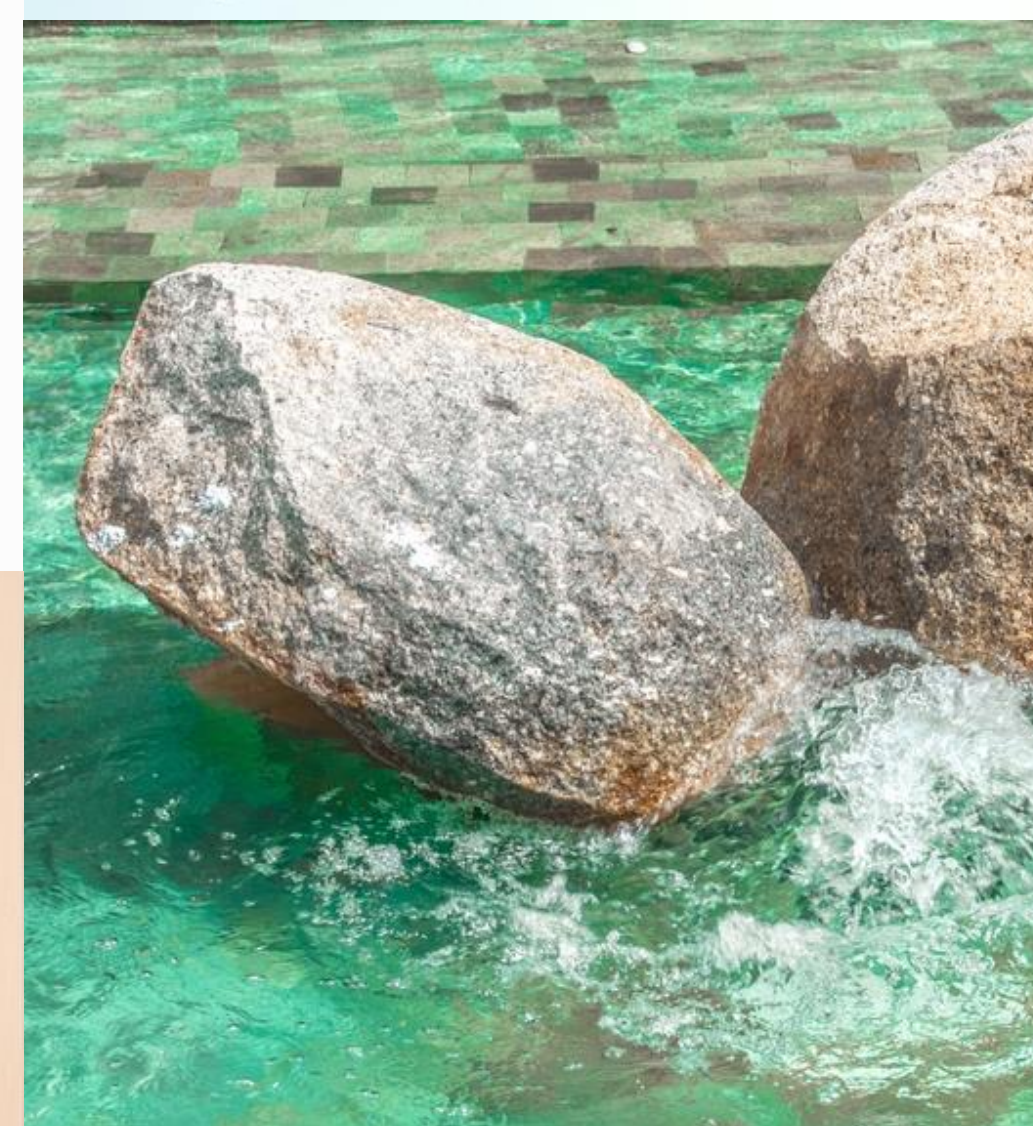
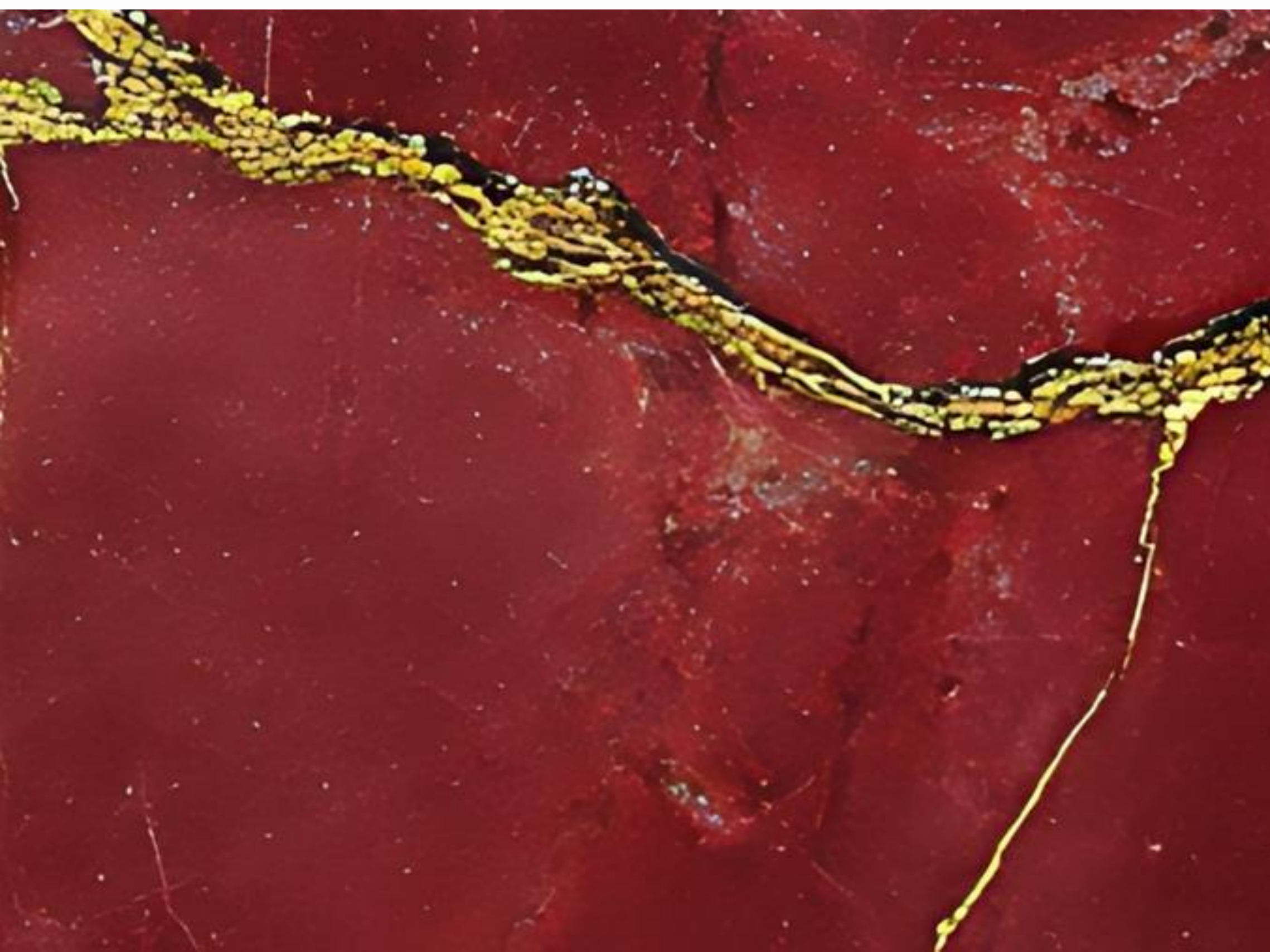
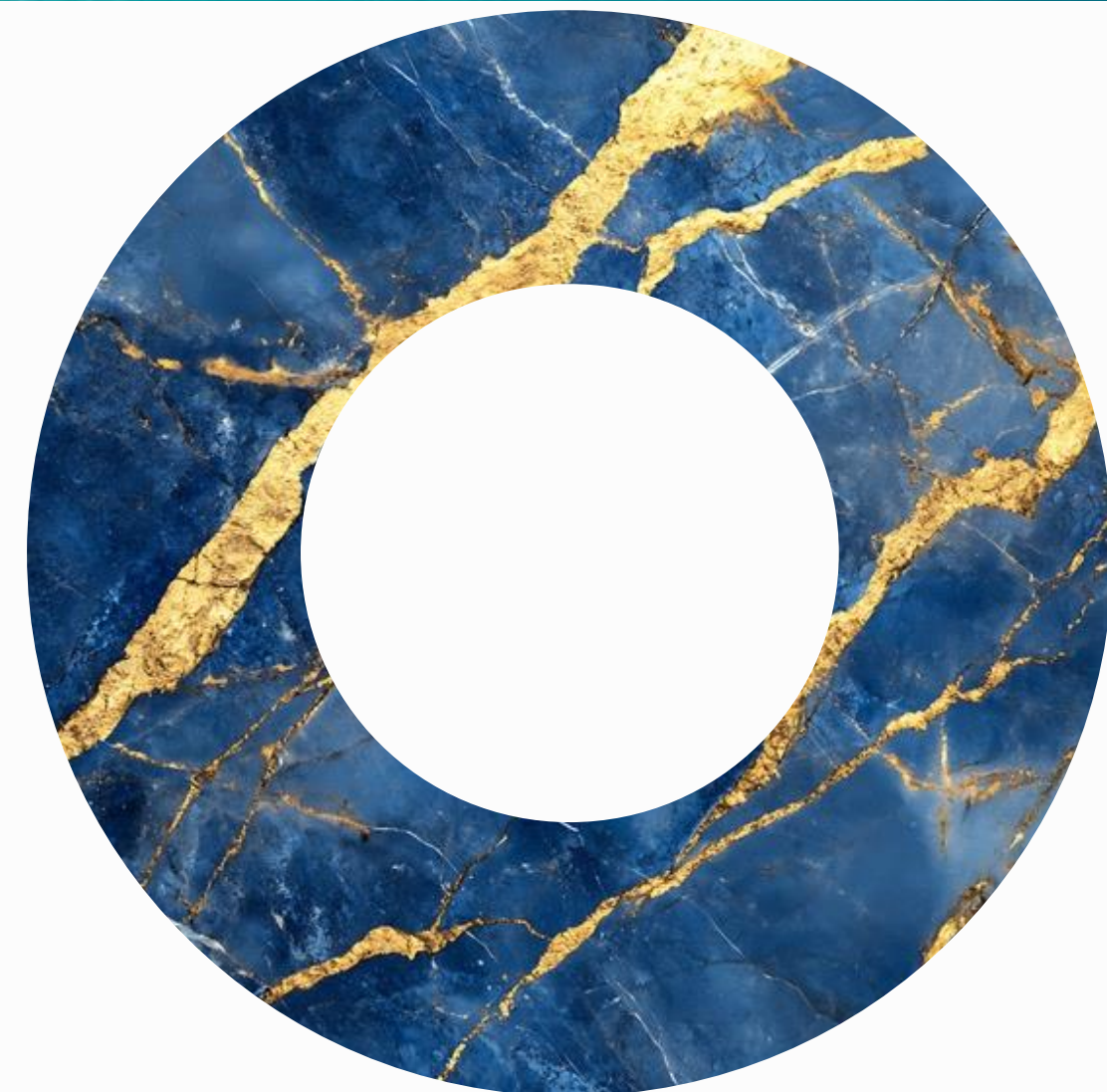
ITC New Baskerville brings a classic, editorial elegance—ideal for conveying authority, depth, and professionalism – while Coco Gothic provides a clean, modern counterbalance that keeps the overall look fresh and approachable.

This pairing removes the artistic cursive feel of the original set and replaces it with a more structured, polished aesthetic suited for thought leadership, corporate communication, or more elevated brand applications.





MOOD  
BOARD











# HEADLINE

commodo dui excepteur excepteur nulla  
reprehenderit culpa Lorem aute sint do id id ex sit  
commodo ad qui minim ex eu aliquip culpa laborum  
tempor magna dolore anim nostrud dolore cillum  
nostrud occaecat voluptate tempor elit culpa cillum  
ipsum et incidunt adipisicing qui minim velit  
adipisicing nostrud proident ad culpa









# HEADLINE

conmodo duis excepteur excepteur nulla reprehenderit culpa Lorem aute sint do id id



# HEAD LINE

commodo dui excepteur excepteur nulla reprehenderit  
culpa Lorem aute sint do id id ex sit commodo ad qui minim  
ex eu aliquip culpa laborum tempor magna dolore anim  
nostrud dolore cillum nostrud occaecat voluptate tempor  
elit culpa cillum ipsum et incidunt adipisicing qui minim  
velit adipisicing nostrud proident ad culpa





# HEADLINE

commodo dui excepteur excepteur nulla  
reprehenderit culpa Lorem aute sint do id id ex  
sit commodo ad qui minim ex eu aliquip culpa  
laborum tempor magna dolore anim nostrud  
dolore cillum nostrud occaecat voluptate  
tempor elit culpa cillum ipsum et incididunt  
adipisicing qui minim velit adipisicing nostrud  
proident ad culpa



Uncomfortable Growth

LEADING  
RAPID  
REINVENTION

*The Science & System of  
Modern Change – without the  
human fallout*



Uncomfortable Growth

LEADING

RAPID

REINVENTION

*The Science & System of  
Modern Change – without the  
human fallout*