

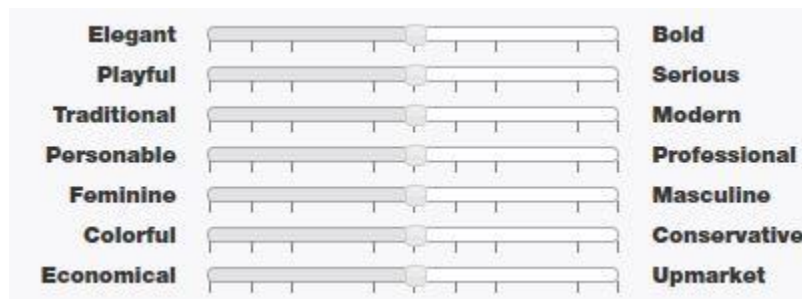


Rubicon 100 Logo Design Brief

- 1) What does the brand stand for? What does it uniquely offer to consumers?
 - a. Rubicon is about trust, craftsmanship, sense of place, democracy. Commercialization has taken control of the wine world and consumers are losing out. The wine industry is about individuality in both wine makers and where the wine is from. The French call this terroir. Rubicon 100 is the online market place for wines, winemakers, vineyards and vinegrowers that allows individuals the ability to speak up about the wines that really matter most and purchase them.
- 2) What is the one key insight that we can leverage?
 - a. Wine Experts are just one of the many opinions in the wine world. They are no more validated than you or I, nor do they understand me as a consumer. Individuals need a voice.
- 3) How does the brand make itself relevant to consumers given the key insight?
 - a. By democratizing the wine writers we are able to give a better understanding to the consumer of what they really like. Many people, especially new to the wine world, drink what they think is the best because they have read it somewhere. They don't really understand what they like or what they should really be spending their money on.
- 4) What is the SINGLE most motivating and differentiating thing we can say about the brand or product to the target audience to make them act in the desired way?
 - a. We will improve your wine experience and will educate you so you can share with others, ensuring the great wine makers of today, known and unknown, continue to thrive.
- 5) Why should they believe us?
 - a. Every one of our wines is sold directly from the winery, no middle men, no high margins. All of our wine is recommended by the opinions of wine lovers like you from all over the world, not just wine writers.
- 6) Special Instructions for Designers:
 - a) Must Haves:
 - i. Use the color from existing Rubicon Reserve Wines Logo PMS 187
 - ii. Use the "R" icon from existing Rubicon Reserve Wines Logo
 - b) Nice to Haves:
 - i. An Awesome Tag line
 - c) Should Not Haves:



- i. Swirly lines or confusing old font.
- d) Look & Feel:
 - i. Indicate Preference below
 - ii. More Bold
 - iii. More Serious
 - iv. Modern
 - v. Personable
 - vi. Neutral
 - vii. Conservative
 - viii. Economical



- e) Target Market
 - i. 25 – 45 year old that has discovered wine, has a passion about it but doesn't yet think they know everything.
 - ii. They are professional, time frustrated but enjoy talking and discussing wine
 - iii. Wine is their outlet, drinking, talking and collecting at any level.