

## Logo for Ontario Winery

Gleason Brook Winery is a winery located on the beautiful Georgian Bay Peninsula, located near Wiarton, Ontario, Canada. The Bruce Peninsula is known for its rugged landscapes and pristine rocky shorelines. Outdoor enthusiasts flock to the area in the Spring, Summer and Fall to enjoy kayaking, cycling, swimming, hiking, camping, diving + canoeing. Craft breweries and wineries are becoming very popular in the region and Gleason Brook is excited to be one of a handful of wineries that are operating in the area.

### **Brief:**

The logo should be black and with natural colours as accents (creams, greens, browns). The logo needs to be delivered in two variations: black and white + color version. Alternatively the logo could be black and white only depending up on style execution.

### **Imagery - see examples JPEGs:**

Image: existing-label.jpg

This is a painting done by the winery owners friends. It depicts a brook which is present on the property. The brook and its surrounding trees in background should be incorporated into the logo design.

Image: logo-sketch-1 + logo-sketch-2

Drawn by one of the owners. Showing how the brook might be incorporated into the design, along with the trees and the Winery Name.

### **Winery name as it should appear on the logo:**

Gleason Brook Winery (top)  
Georgian Bluffs, Ontario

### **Font:**

We don't want a handdrawn custom font. It should be one that we can draw from at a later date for more specific marketing efforts.

Font styles that the customer likes (name of Winery):

Sheila Font

*Gleason Brook Winery*

Origin Font

*Gleason Brook Winery*

Supporting Font if needed

FF Mark Font

CABERNET FRANC

Gotham Font

CABERNET FRANC