

CAPICHE & CAPICHE WINE

TYPES OF PROJECTS CREATED

- Logo/Wordmark/Tagline Designs
- Visual Identity/Branding
- Graphic Identity Kit (Business Cards, Letterhead, Envelopes, E-Signatures, Labels, Big Business Cards)
- Flyers, Notecards, Postcards
- Displays, Placards, Nametags
- Handouts, Forms, Surveys
- Powerpoints
- Blog Posts
- Website Design & Development, E-Newsletters

ADDITIONAL DETAILS

Contact: Chris Cook, Owner/CEO | **Client Since:** 2011 | **Websites:** capiche.us | capiche.wine

chris@capiche.us | 541.601.0114

Description: When Chris came to me to develop a visual identity after first launching Capiche, we already had a successful history of collaboration on creative projects, including marketing, publications, ads, television spots, billboards, and online content. Chris had supervised me in her role as Executive Director of Marketing and Communications at Southern Oregon University while I was serving as Director of Communications, so it was natural for us to find an opportunity to join creative forces after both of us had left SOU and established our own businesses.

Chris had involved me in the branding discussions from the outset, and I was present at the planning session when she selected the name Capiche. When designing Capiche's logo, we chose the owl as its avatar to convey the wisdom, decades of expertise, and scientific research underlying Chris's rigorous approach to branding, marketing, organizational development, and coaching. We established a visual identity, designed her graphic identity package, created a range of publications, and developed her website. We also designed a MailChimp template and regularly write blog posts for capiche.us.

In 2015, we did a modest rebrand, tweaking the hues of her color palette to up the sophistication and adding new accent colors. These changes were reflected in the new website we developed to reflect Capiche's evolving brand. We also incorporated a new illustration style (infographics integrating her color scheme) to reinforce Chris's data-based methodology.

Affiliate Site: In 2017, Chris launched her affiliate site, capiche.wine, for services focused on wine marketing and PR. We retained the capiche.us color scheme to communicate the relationship between the two; while capiche.us had olive green as its primary color, the deep plum became capiche.wine's primary color. This distinction was reflected in the logo variations, business cards, letterhead, e-signatures, publications, and MailChimp templates as well. We kept the same primary typeface but also introduced a new font with elegant capitals and script variations appropriate for the wine industry she was targeting as her audience. The two visual identities overlap yet are easily distinguishable.

Samples: Please see separate Capiche Visual Identity Guide for samples of Capiche publications, website screenshots, e-newsletter usage, and the graphic identity kit.

Comments by Chris:

- "Please know how much I value you and feel fortunate to be working with you. :-)" "It's beautifully written—thank you so much! It's nice to be able to rely on someone to be consistently VERY good. :-)"
- "They came in last week and THEY ARE GORGEOUS. They feel and look delicious. THANK YOU!!"
- "It turned out remarkably well. I love working with you!"
- "Thanks for all your attention to detail, Melissa. This is shaping up to be an exquisite site!"



VISUAL IDENTITY GUIDE & BRANDING MESSAGES



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CAPICHE.US LOGO (WITH & WITHOUT TAGLINE)



CAPICHE.WINE LOGO (WITH & WITHOUT TAGLINE)



CAPICHE.US LOGO (WITH & WITHOUT TAGLINE) + OWL



CAPICHE.WINE LOGO (WITH & WITHOUT TAGLINE) + OWL



CAPICHE CARTOUCHE



COLOR PALETTE



PANTONE 5743 CP

C 54 M 24 Y 86 K 73

R 46 G 65 B 23

HEX #2E4117

PRIMARY FOR
CAPICHE.US



PANTONE 5185 CP

C 53 M 81 Y 26 K 75

R 52 G 14 B 48

HEX #340E30

PRIMARY FOR
CAPICHE.WINE



PANTONE 130 CP

C 0 M 32 Y 100 K 0

R 253 G 181 B 21

HEX #FDB515

PRIMARY FOR BOTH



PANTONE 1385 CP

C 2 M 56 Y 100 K 3

R 232 G 131 B 32

HEX #E88320

ACCENT



PANTONE 5773 CP

C 29 M 10 Y 52 K 32

R 135 G 148 B 107

HEX #87946B

ACCENT

TYPOGRAPHY

BELOVED

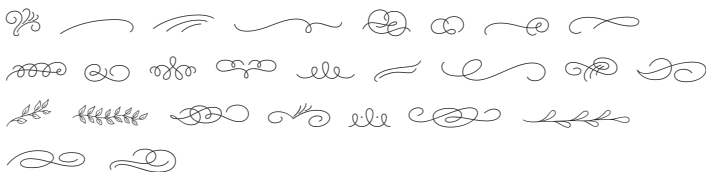
Beloved Script Bold

Beloved Script Regular

BELOVED SANS BOLD

BELOVED SANS REGULAR

BELOVED ORNAMENTS:



CLUB TYPE MERCURIUS

CT Mercurius Black

CT Mercurius Black Italic

CT Mercurius Medium

CT Mercurius Medium Italic

CT Mercurius Light

CT Mercurius Light Italic

TEXTURES

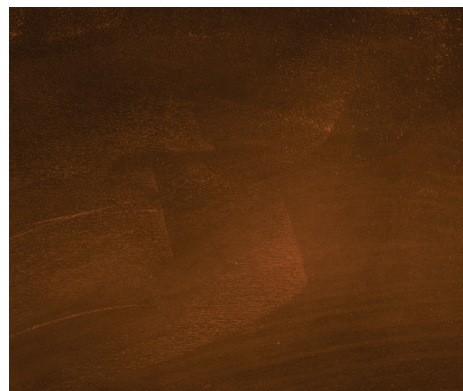
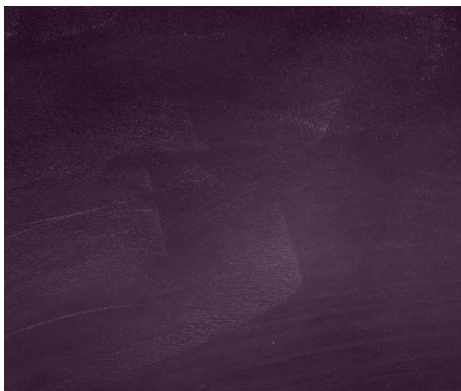
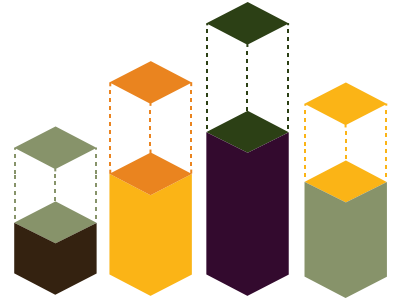
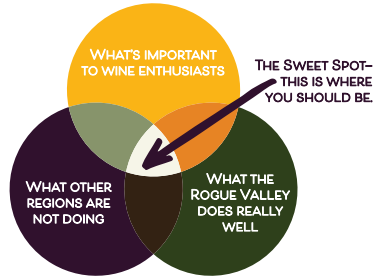
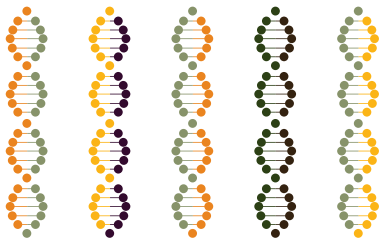
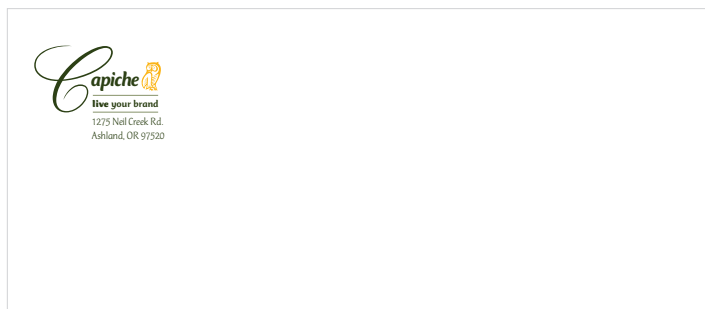


ILLUSTRATION STYLE (INFOGRAPHICS)



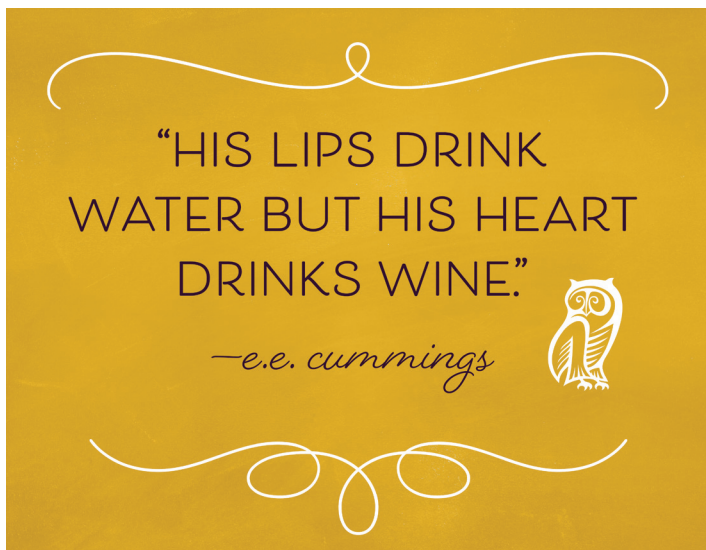
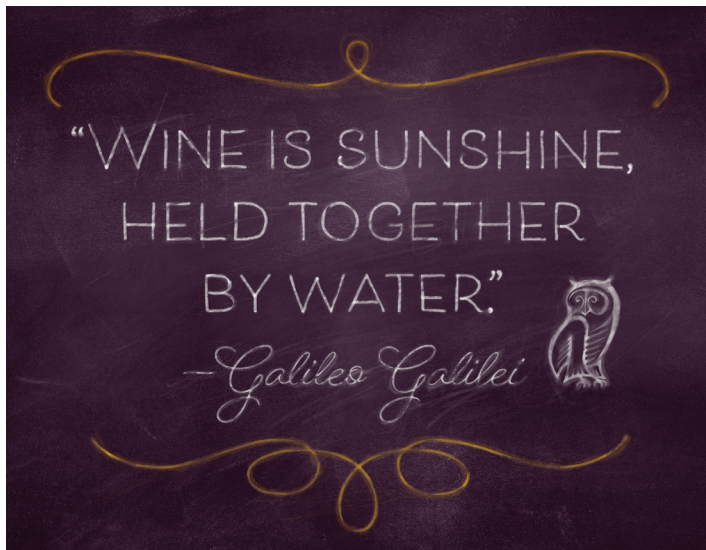
GRAPHIC IDENTITY PACKAGE

(BUSINESS CARDS, ENVELOPE, NAMETAG, & RETURN ADDRESS LABEL)



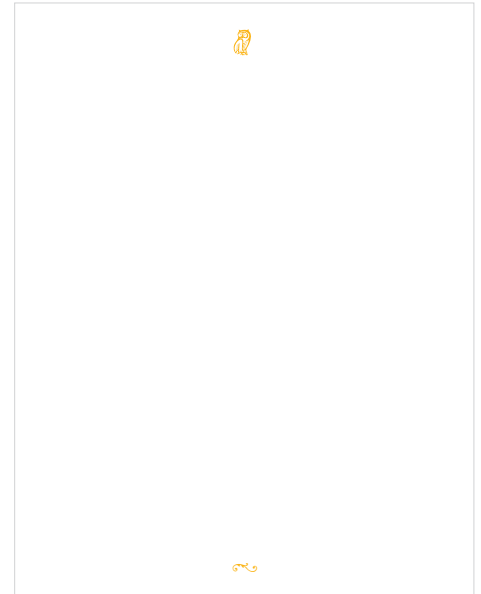
GRAPHIC IDENTITY PACKAGE

(BIG BUSINESS CARDS)



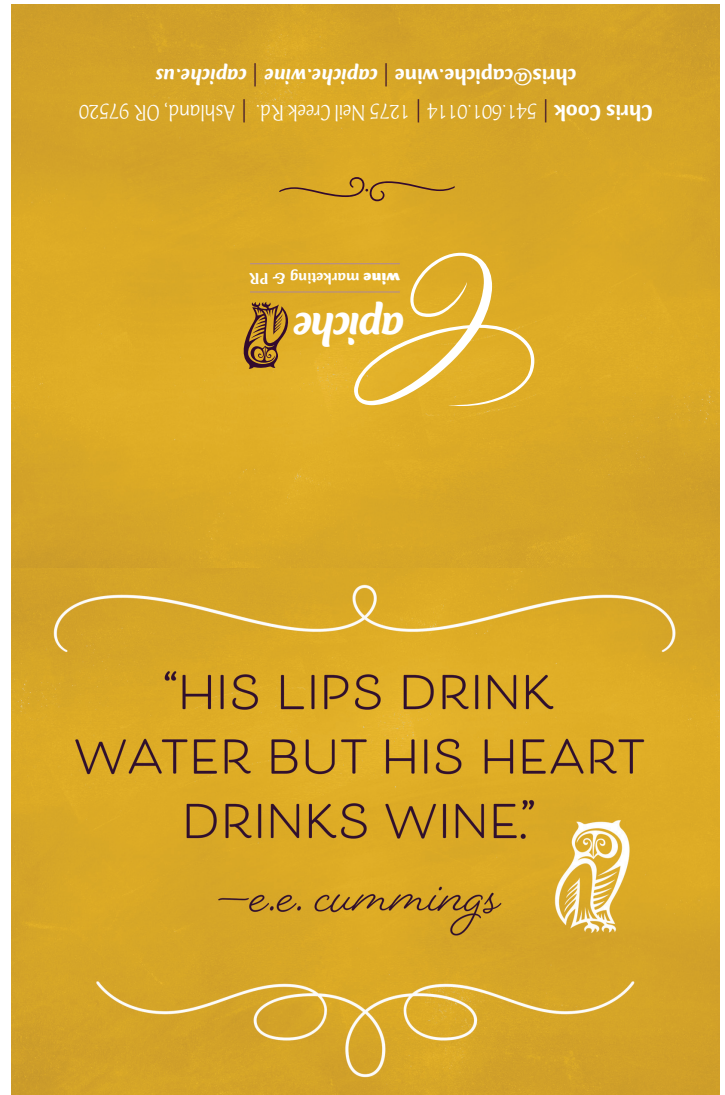
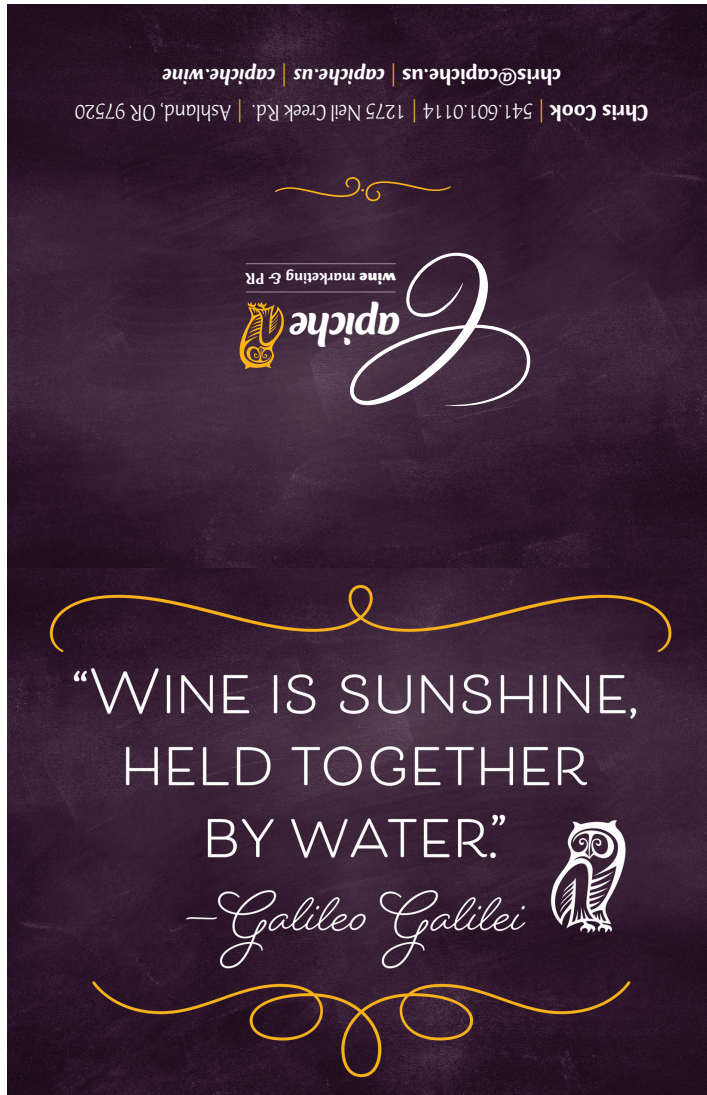
GRAPHIC IDENTITY PACKAGE

(E-LETTERHEADS & OVERFLOW PAGE, E-SIGNATURES)



SAMPLE PUBLICATIONS

(NOTECARDS)



SAMPLE PUBLICATIONS

(FLYER & REGISTRATION FORM)



Wine Marketing Workshop with Chris Cook & Robert Trottmann

Sponsored by Southern Oregon Wine Scene

ADDITIONAL SPONSORS: ROGUE VALLEY WINEGROWERS ASSOCIATION | SOUTHERN OREGON WINERY ASSOCIATION | TRAVEL SOUTHERN OREGON | OREGON TRUST FOR WINE EDUCATION & RESEARCH | KISTLER SMALL + WHITE ARCHITECTS | KENCAIRN LANDSCAPE ARCHITECTURE

Monday, March 13, 2017 | 9 am–1 pm | Ashland Hills Hotel



DESCRIPTION

Create loyal customers using a combination of branding, marketing and sales. You will learn how to capture and convey your unique brand and how to get recognized through targeted marketing. This workshop will provide detailed information on creating a strategic marketing plan that encompasses advertising, PR, Internet and tasting room best practices.

We will share inspiring examples of proven results based on solid methodology, market insights and brand-driven identity. You will learn new techniques to improve employee performance, increase per-transaction sales and dramatically grow your wine club. (For example, having tasting room staff focus on listening to the guest and providing service based on the guest's preference always increases sales.)

This presentation is designed to help you increase your winery's direct-to-consumer and retail sales.

REGISTERATION FEE

\$90 per person
\$75 early registration prior to February 10, 2017

Photos © David Gibb Photography | dgbphoto.com

THE PRESENTERS

Register via PayPal (chris@capiche.us) or by mailing a check to Capiche, 1275 Neil Creek Rd., Ashland, OR 97520. Nonrefundable.

Chris Cook, Capiche founder, has more than 30 years' experience in marketing and a love of entrepreneurship. Since enrolling at the Southern Oregon Wine Institute in 2015, she has shifted her focus to the wine industry, helping wineries develop their brand and best address their customers' wishes.

To serve southern Oregon wineries, Capiche hosts monthly Wine Industry Round Tables featuring guest speakers on timely issues. Capiche has recently completed Oregon's first-ever statewide tasting room survey, with greater than 70% participation. Results will be highlighted at the 2017 Oregon Wine Symposium.

Chris is an active member of the Southern Oregon Winery Association Marketing Committee and the Oregon Wine Experiences Marketing Committee.


An adjunct professor for Southern Oregon University's MBA program and speaker for SOU's Professional Development Program, Chris has a master in management and BS in communication.

Robert Trottmann, retail and business development manager at 2 Hawk Vineyard & Winery, brings a powerful, enthusiastic and successful model for increasing sales, strengthening guest loyalty and expanding market share to both the front and back-end of wine sales. With a lifelong involvement in food, wine and agriculture and a decade of formal ground-to-glass involvement in the Oregon wine industry, Robert understands the opportunities and challenges faced by all of us who stand on the world stage here in Southern Oregon.

Robert holds two degrees in the fine arts and has shown his work worldwide. His understanding of the complex, rich and vague nuances of wine, food and culture make him uniquely qualified to teach, assist and develop your own path toward success in this ever-burgeoning industry.



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Cost: \$90 per person or \$75 prior to February 10 (nonrefundable)

Mail or email the following registration information:

Attendee name _____

Address _____

Job title _____

Employer _____

Cell phone _____

Sponsored by Southern Oregon Wine Scene

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SMART Brand Strategies

SIMPLE The more details we provide, the more vaguely we communicate

MEANINGFUL Must emphasize something that matters to our target audiences

ACCURATE Must truly describe our product

REINFORCED Strategic business decisions must reinforce the brand strategy

TANGIBLE Must exhibit brand in clear ways in every customer experience

The Difference Between Branding, Marketing & Sales

The **BRAND** is the sum total of all existing associations with your company and products.

You **MARKET** your brand with a combination of PR, advertising and customer relations—this paves the way for **SALES**.

PR includes awards submittals, social media, getting published in magazines and other media exposure (you don't always have control of the messaging).

Advertising is paid—whether print, TV, radio or online (you have complete control of the messaging).

Customer relations comprises your interactions with customers at every level—especially in your tasting rooms, at events and on the phone.

SALES happen in your tasting rooms, in restaurants, retail stores and through distributors.

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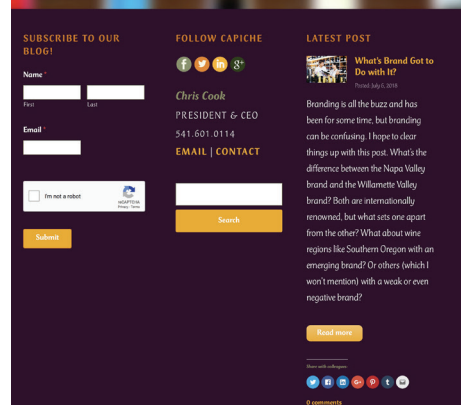
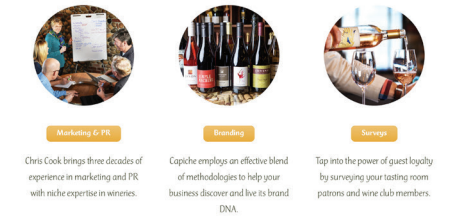
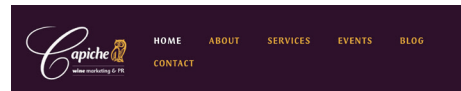
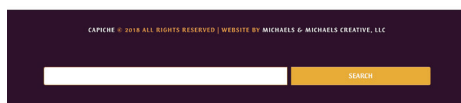
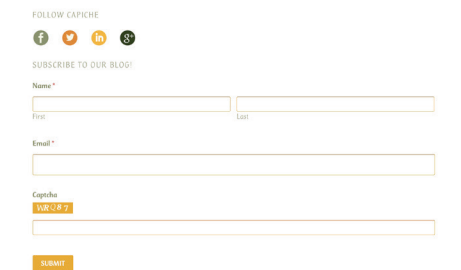
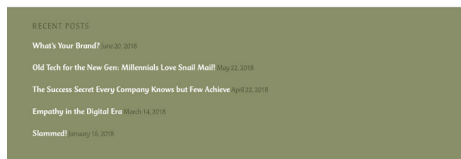
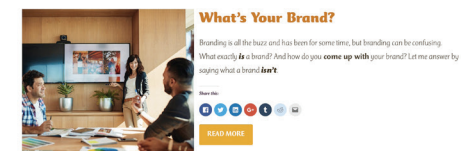
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WEBSITES (CAPICHE.US & CAPICHE.WINE)



E-NEWSLETTER TEMPLATES (CAPICHE.US & CAPICHE.WINE)

