

RIFF
New Branding
Factsheet



Vintage 2017



Vintage 2016



Vintage 2018



Vintage 2017



There are another four versions of the Pinot Grigio label, which will be launched on the market at the same time.

RIFF



2018
Pinot Grigio

RIFF



2018
Pinot Grigio

RIFF



2018
Pinot Grigio

RIFF



2018
Pinot Grigio

STORY

FROM THE OCEAN INTO THE GLASS

- RIFF stands for reef
- Nautilus as symbol of the RIFF wines
- On the labels you see a stylized nautilus, divided into six fields, to show the mathematical perfection (golden spiral)



- The labels tell the story of Nautilus and at the same time show the origin of the RIFF wines: Where the rugged North Italian Alps lie today, there was an ocean with colourful coral reefs 220 million years ago. Over the course of millions of years the petrified coral reefs formed a mountain landscape. Even today, the rock layers on which the vines grow are full of hidden fossils of the past life in the ocean. The nautilus is one of those.



TECNICAL DATA

- New logo: Coral red color and wavy lines refer to the coral reef
- The color of the capsule corresponds to the color of the logo
- New front label proportions: 115 x 110 mm (4,5 x 4,3 inches)
- Illustrations by Nanna Prieler

MARKETING MATERIAL

- Website: www.riff-wines.eu
- Instagram: @riff.wine
- Brochure
- POS Material: T-Shirts, neoprene wine bags, fabric bags

The new branding was realized in cooperation with Branders Identity Works and SGA Wine Design.