

# Wine Labels: The Power of Graphic Design

Located in Vancouver, British Columbia, Brandever is a strategic brand design and consulting firm that, since its inception in 2001, has received significant attention for its wine packaging. Culminating last June when the firm won an unprecedented seven of the eight top awards for wine label design at the prestigious San Francisco International Wine Competition.

by LANNY SOMMESE. North American Correspondent for Novum, German design periodical



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Images 1 & 2: Therapy Vineyards. Art Director: Bernie Hadley-Beauregard. Graphics: Ben O'Mera. Photography: Alistair Bird



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Image 3: 8th Generation Vineyards. Art Director: Bernie Hadley-Beauregard. Graphics & Photography: Laurie Millotte

Images 4 & 6: Backyard Vineyards. Art Director: Bernie Hadley-Beauregard. Graphics & Photography: Laurie Millotte. Illustrations: Fabien Barral.

At the core of Brandever is Bernie Hadley-Beauregard and Laurie Millotte. Along with two degrees in business, founder and principal Hadley-Beauregard has extensive experience working with successful high-end Pacific Northwest consumer packaged goods brands including Purdy's Chocolates and Starbucks Coffee. Originally from France, forward-thinking Senior Designer

Millotte studied at the École Estienne, Graphic Arts University in Paris. She possesses a passion for typography and a keen eye for new trends in packaging and design. Their approach consists of working closely with diverse groups of illustrators, writers, Web designers and other specialists that are carefully matched to meet the individual needs of a project. "Obviously collaboration

is crucial in our process of developing a genuine identity, voice and style for our clients' brand," says Hadley-Beauregard.

The Brandever mantra is simple. "Create brands that sell." Brandever gives life to a product through not only unique packaging, but by inventing curious names and quirky narratives that imbue the product with its own mythology,



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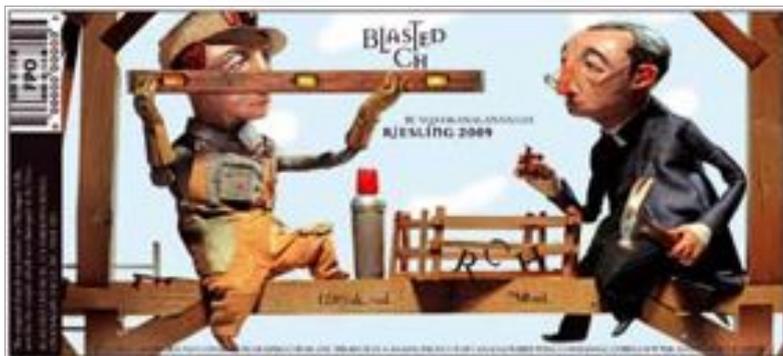


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Images 5 & 7: Stage Left Cellars. Art Director: Bernie Hadley-Beauregard. Graphics: Laurie Millotte. Photography: Alistair Bird.

Images 8 & 9: Blasted Church Vineyards. Art Director: Bernie Hadley-Beauregard. Graphics & Photography: Laurie Millotte. Illustrations: Chris Sickels.

personality, and point of view. Past projects include Blasted Church, Dirty Laundry, Laughing Stock and Megalomaniac in Canada, France, USA, New Zealand and Australia.

It's office mindset is to avoid rigidly templated methodologies. "The winery business thrives on perceived scarcity. A firm that does everything "by the book"

will likely not perform as well as one that locks up the farm gate and hangs-up a crass "No Visitors" sign." At Brandever, they strive to work with like-minded clients and spend a good deal of time upfront with potential accounts to ensure that goals and expectations are aligned from the get go. "That makes a world of difference as we navigate through our process."

Their off-beat approach has proven to be a successful tactic. "We have kept all but two of our winery clients since opening our doors in 2001. That's got to say something about the effectiveness of our process and the work we do." What about the future? "We plan to continue to lose sleep on exciting opportunities as much as possible."

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