



# THE MAD BRAND GUIDELINES





## **HEY YOU**

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*When you work with Grapes of Wrath,  
you work with more than just a wine  
brand. You're helping raise a voice that  
has been kept quiet for too long. You're  
inspiring to be fierce. You're telling that  
the world is a prey waiting to be haunted.*



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# **BRAND STRATEGY**

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*Our brand, our choice*







## OUR MISSION

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To stand as *a companion* for women, through every high and low, igniting their empowerment journey to *show the world their own madness.*







# OUR PROMISE

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*Always there.*

We believe in being there. There when you raise your glass for new beginnings, exciting promotions, and bigger challenges. There in the quiet cheers to yourself after a long day or tough week. There when you uncork time to relax. There in those therapeutic venting talks that deserve a perfect pairing.



# VALUES

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**Fierceness**

**Playfulness**

**Honesty**

**Authenticity**



# **WATCH THE TONE**

**We are empowering**

**We are inspiring**

**We are honest, but not a mean girl**

**We are playful, but we get serious  
when we have to**

**And we're authentic, just like you**





# MOODBOARD

*We're not just a b\*\*\*h, we're a b\*\*\*\* with a backstory*

This moodboard is how everything started... well, actually no, the inspiration for our brand came from one of our girls. She had a personal experience with catcalling that fortunately just stayed like an uncomfortable moment. The good thing, is that it gave us our spark. However, even if the idea came from one personal experience we know EVERY WOMAN can relate, as it has happened to all, and sometimes even worse, and that is just the tip of the iceberg. With that in mind we figured that it was time to tell women it was okay to be mad and angry, even more so, we encourage them to be!

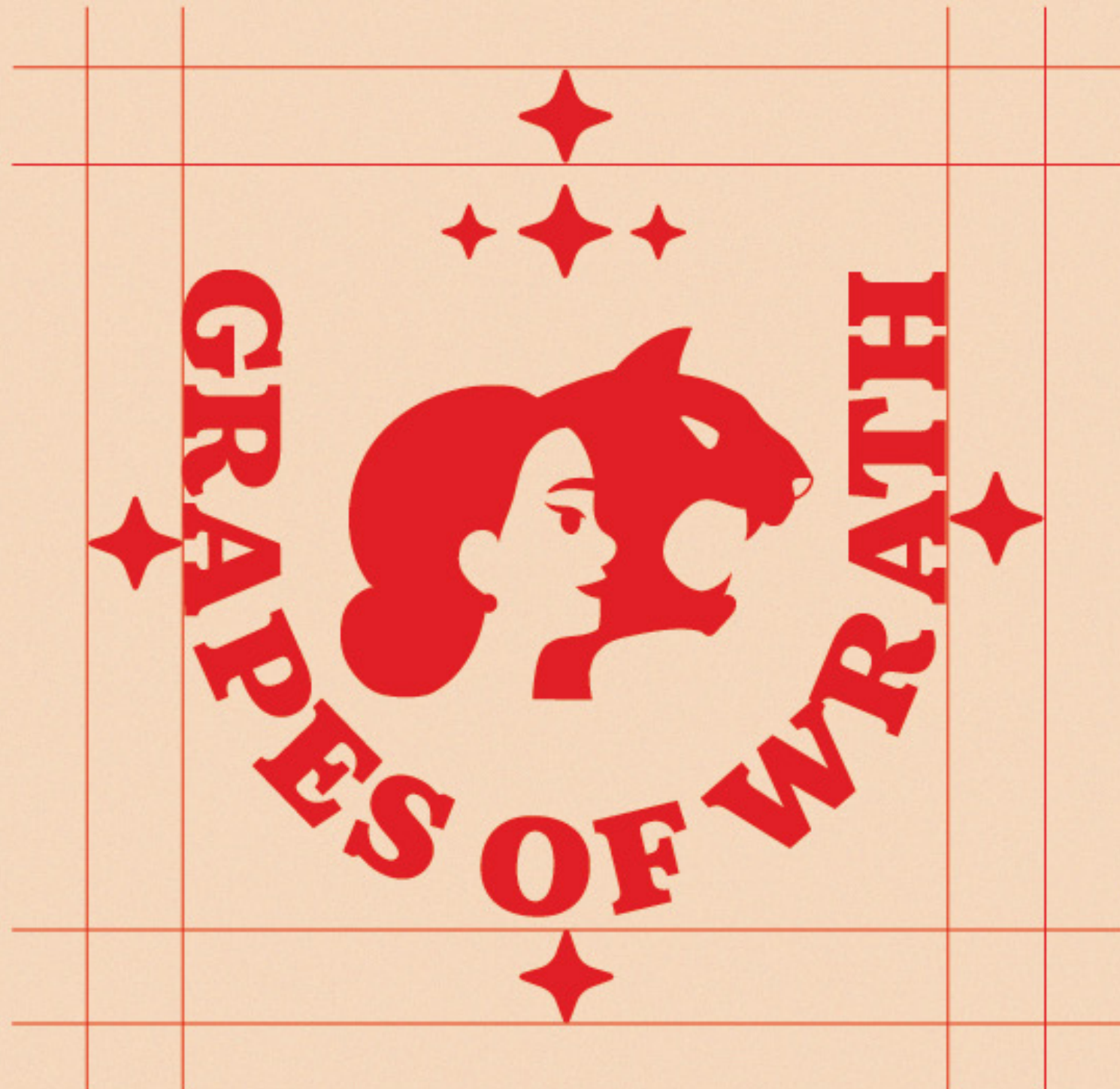
Now, about our dazzling looks, have you guessed where we get it from? That's right that super sexist time that was the fifties. The idea was to give it a spin, and instead of representing submission, it should represent suberssion. So we do love ourselves that vintage, with ironic illustrations, and a sarcastic sense of humor (Yeah, that's where we got from).



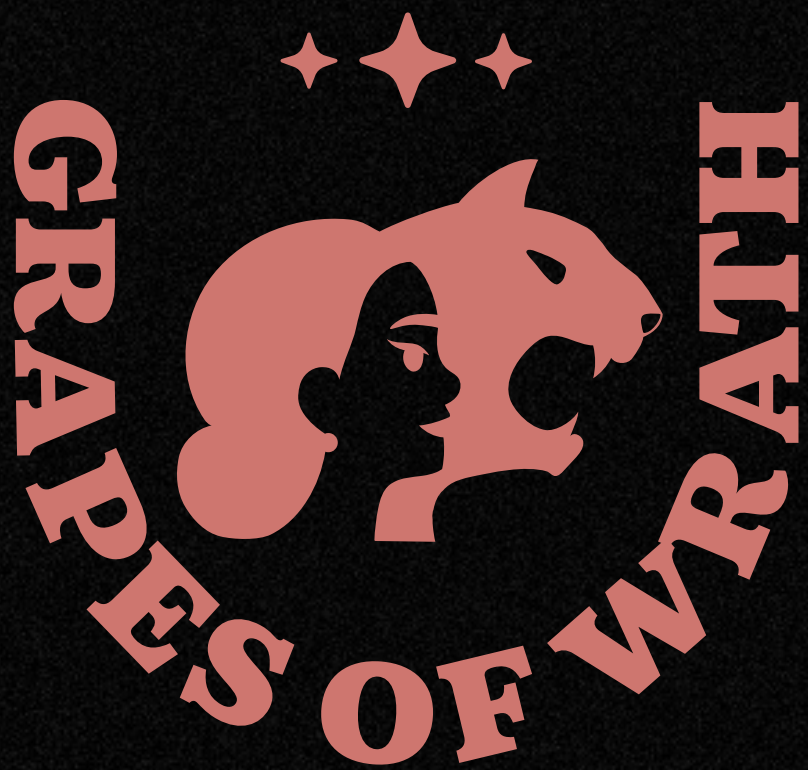
# LOGO

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## Primary Logo







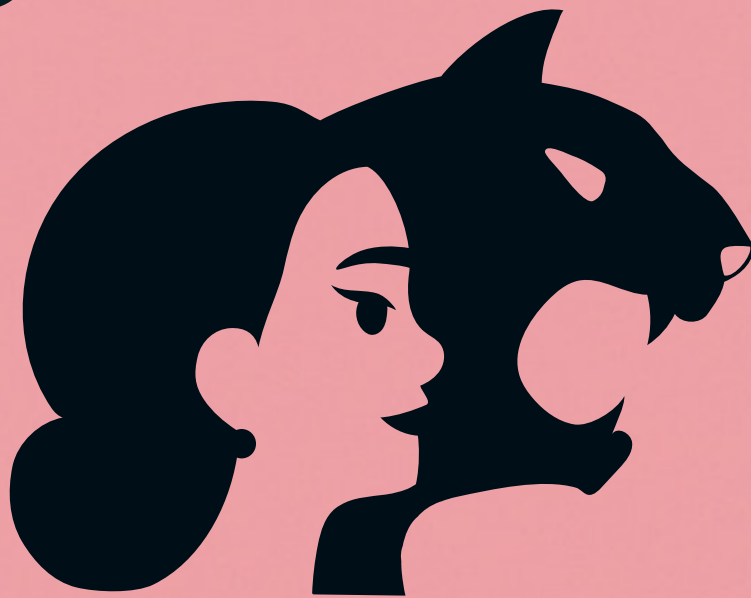
**Colour  
Variations**





# **DO'S**

*You have our consent for this*



**You can use only our  
symbol**



**Use contrasting  
colours ( Light on dark  
and dark on light)**



# DONT'S

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*And no, means no*



**Don't move the stars**

*Don't take away our  
shine, okay?*



**Don't stretch us**

*We already have the  
perfect shape*



**Don't Turn us back**

*We only look ahead*

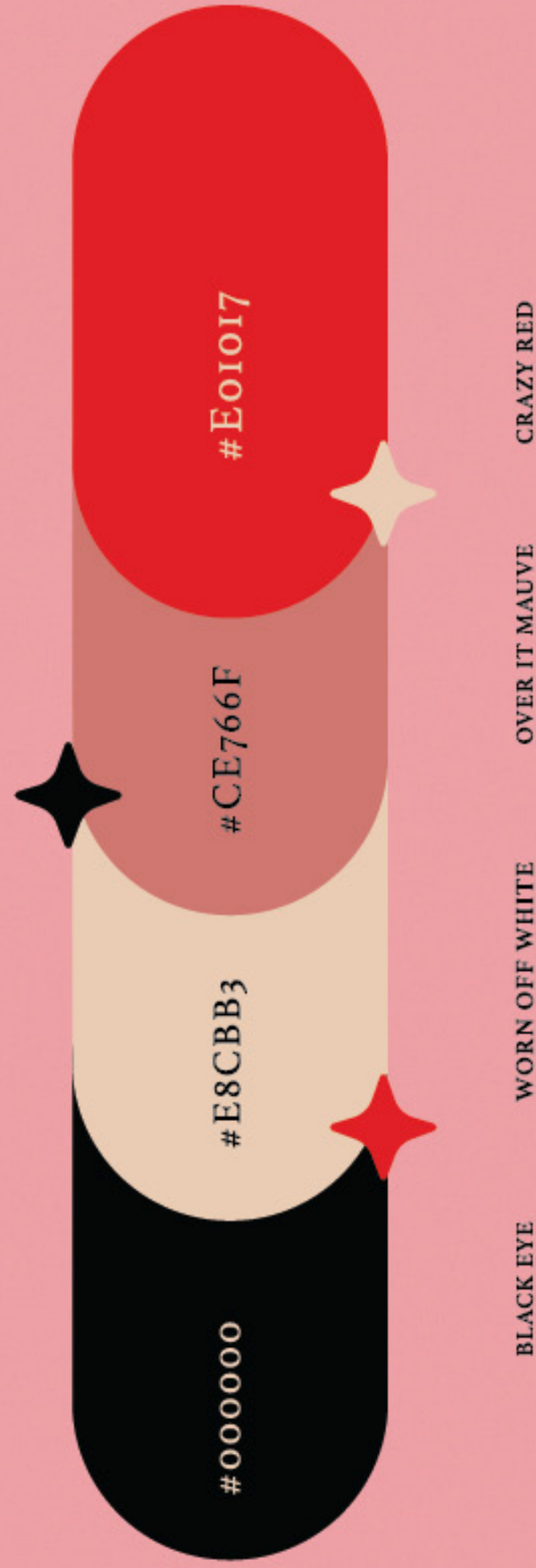


**Don't flip us**  
*We're better on our feet*



# COLOUR PALETTE

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# TYPOGRAPHY

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## Primary Font

### BOGUE SLAB BLACK

**Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz**

### BOGUE SLAB BOLD ITALIC

***Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz***

## Secondary Font

### Athelas

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz



# ICONOGRAPHY

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*Because we're iconic*



**Mad  
Woman**



**Single  
Shine**



**The  
Footprint**



**Last  
Kiss**



**Multi  
Shine**



# PACKAGING

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*We gotta look nice*

## Label & Bottle



FRONT



BACK



TOP

















21

750 ML



# PHOTOGRAPHY

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*You'll never catch us slipping*







# MERCH

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*You'll never catch us slipping*















# SOURCES

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This documents takes pictures from Freepik, Pexels and Elements from Envato. Other sources include:

PHOTO 1: <https://ca.pinterest.com/pin/21673641951479342/>

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**STAY MAD**