

EMILIANA launches new Corporate Image

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November 2010. In an effort to strengthen the Emiliana brand, Chile's primary organic vineyard has developed a new identity that reinforces its presence at the corporate level as well as for each of its products.

Aware that its image is very highly valued by its consumers, Viña Emiliana has modified its image to strengthen its brand and wines, which are now geared toward the Premium segment due to their high quality and therefore merit this new corporate image.

The company is one of the most widely recognized organic and biodynamic winery in the world and places strong emphasis on the quality of its wines, as that is the primary attribute that wine lovers look for.

In addition to quality, there are two other elements that make Viñedos Emiliana stand out. It is 100% focused on producing organic and biodynamic grapes, which reflects its great vision, passion, and respect for nature. It is also highly committed to its workers and the community and demonstrates that through specific programs that offer them direct benefits. These values give rise to the brand promise: **Excellence in Nature.**

The quality of Emiliana wines is backed by its first-rate enological and agricultural team, an ample portfolio of organic products that covers different segments, important awards in major national and international competitions, and steady growth in sales of organic and biodynamic wine, which confirms the company is on the right track.

Emiliana is also one of the world's largest and most important international **organic and biodynamic** producers. It has more than 12 years of experience in its 1,100 hectares of vineyards, 763 of which are certified organic and 444 biodynamic, which vouches for a way of working that is consequent with its philosophy.

The New Logo

Understanding that companies must have a look of their own, a special character upon which to base their concepts of identity and communication, Emiliana decided to strengthen its brand image.

Today's consumers are bombarded by empty promises and have lost faith in the companies that make them and their corresponding brands. They reject exaggerations and demand greater transparency, and therefore Emiliana wanted a cleaner, clearer image.

"The precision of a brand's promise and its subsequent compliance should be carefully considered in order to generate true confidence on behalf of the consumer. Therefore, it is essential to strengthen it to earn credibility. In the present context, the product promises should be built upon truly solid foundations, and the brand's benefits

should be tangible and real. Simplicity and transparency are key, and that is what we seek to express in this new image," says Claudia Martínez, Assistant Marketing Manager at Emiliana.

José Allard, the designer from the AGR Group in charge of the project, considers that "Using capital letters with generous spacing achieves elegance, just as in other brands that use caps, such as Gucci, Prada, or Chanel. Roman-style capital letters in serif are signs of elegance par excellence that are associated with importance, solemnity, and refinement.

Like many of the world's great brands, Emiliana's logo is primarily based on its typography, presented in a block that lends part of the importance of its character. The custom typeface was created especially for this brand as a hallmark design for a logo with a character all its own.

In terms of functionality, the new design adapts better to the different formats, backgrounds, graphic compositions, and scales without losing presence. Given the same physical space, the new logo has better branding—better visibility—than the current logo.

An icon was also developed as a complement to the logo to reinforce the attributes of Emiliana's new positioning. The icon was prepared based on simple circular geometric shapes that connect through a regular but asymmetrical composition. It allows for different interpretations, including a bunch of grapes, a leaf, or a flower—natural elements that are directly related to Emiliana's positioning. Its functionality allows a series of advantages for use in multiple mediums and lends itself to a variety of physical mediums and graphic applications, such as supplies, animations, stationary, etc. The modularity of the icon also makes it easily reproducible, which will allow its use in textures and patterns.

This major change in the winery's image will reinforce all of the work that has been done to reposition the Emiliana brand an effort that is increasingly important given the relevance that the winery now has at the national and international levels.