

BEST graphics &Co branding - Inhouse

A bold and simple identity for a bold and simple client.

THE BEST BRAND CAMPAIGNS instantly invoke the values of that company. The recent rebranding for Hawke's Bay winery &Co by Arch McDonnell at Inhouse Design is one of those rare examples of that instant eureka synergy. &Co are an unusual winery. Rather than planting some sav, some pinot noir, maybe a few rows of chardonnay, their entire vineyard is devoted to producing a single estate wine each season.

This "simplicity of purpose, provenance and production" as Inhouse explain it, led them to create an identity that is equally simple, dynamic and focused. The palette has been pared back to black and white, and the campaign centres around bold typography rather than imagery instantly differentiating &Co.

&Co have a few things going for them. First, the name. Unfortunately a bit difficult to search for on the web, I found, but graphically, that ampersand is pure gold, and Inhouse have cleverly drawn this as a feature throughout the identity work – using the '&' whenever there would be an 'and' with the result being an almost decorative, illustration element to the typography. Add in &Co's unusual and innovative decision to close their bottles not with a screw top, nor a cork, but with a bottle cap crown seal. In a series of postcards (pictured) for the company, the designers have used a bit of wit and a whole lot of white space to cleverly emphasise this quirky point of difference. **urbis**

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