



# FORGED BY THE COLD STRONG BY NATURE

NORDIC - CLASSIC TASTE REDEFINED.



# 01 // ABOUT THE PROJECT - LONG STORY SHORT

Project Nordic is about **creating a new wine brand based in Norway** – a country not typically known for wine production, making it **instantly exclusive**. The goal is to **develop a striking, standout visual identity** that helps the product break through the noise of the wine market. Strong, beautiful design will be the key driver to spark interest and boost sales.



## // THE MISSION

- > Creating a visual **identity for NORDIC**, ready to launch in European markets
- > Developing a marketing strategy **tailored to target audience**
- > **Ditching cliché** vineyard kitsch in favor of bold, modern storytelling



## // CHALLENGES

- > **Breaking free from** a market oversaturated with „rustic charm“ - Disruption is key
- > Utilizing **Northern European localization** as USPs, **highlighting its exclusivity**
- > Directing visual identity more **towards younger, ambitious and quality-oriented crowds**

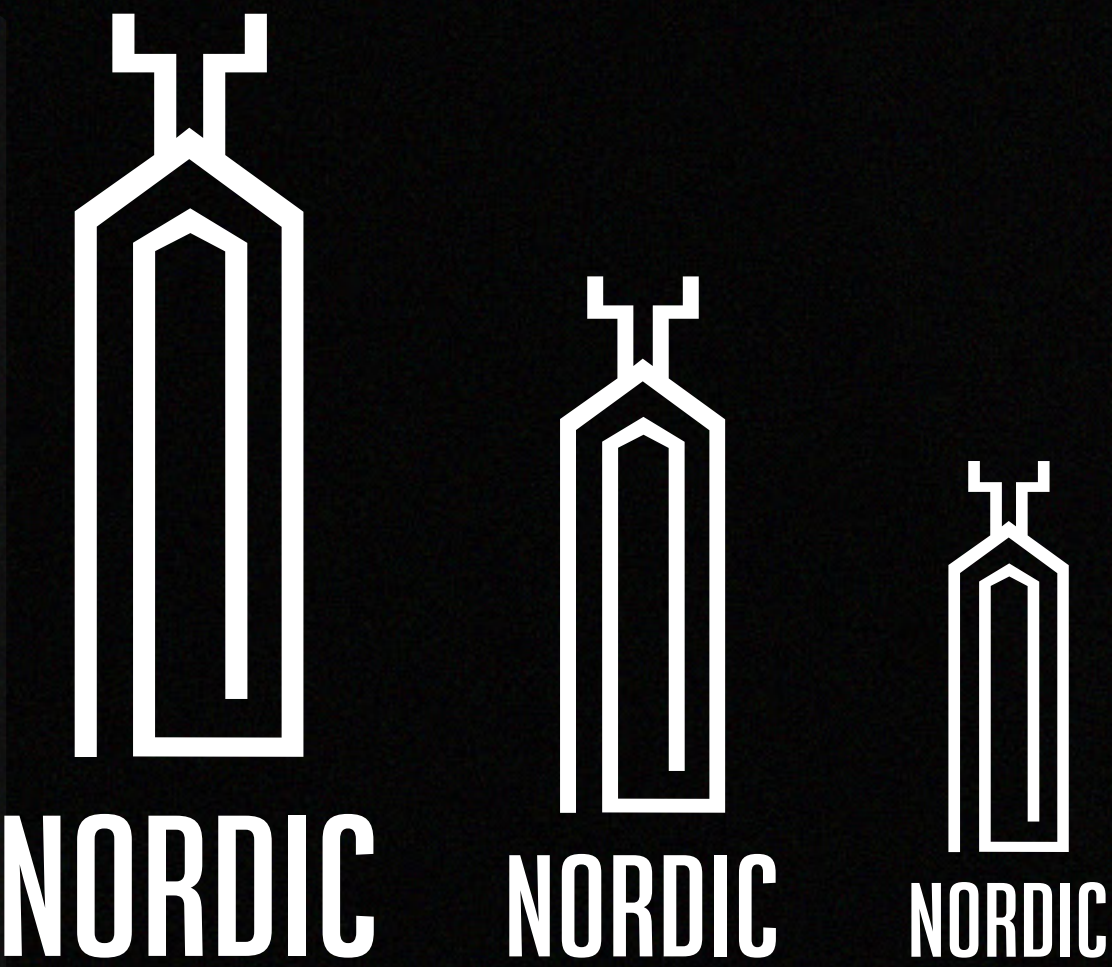


## // THE AUDIENCE

- > European **people under the age of 40**
- > **Specifically targeted** to reach **male clients**
- > For the confident, the stylish, the demanding. Nordic is made **for people who set the tone** rather than following conventions

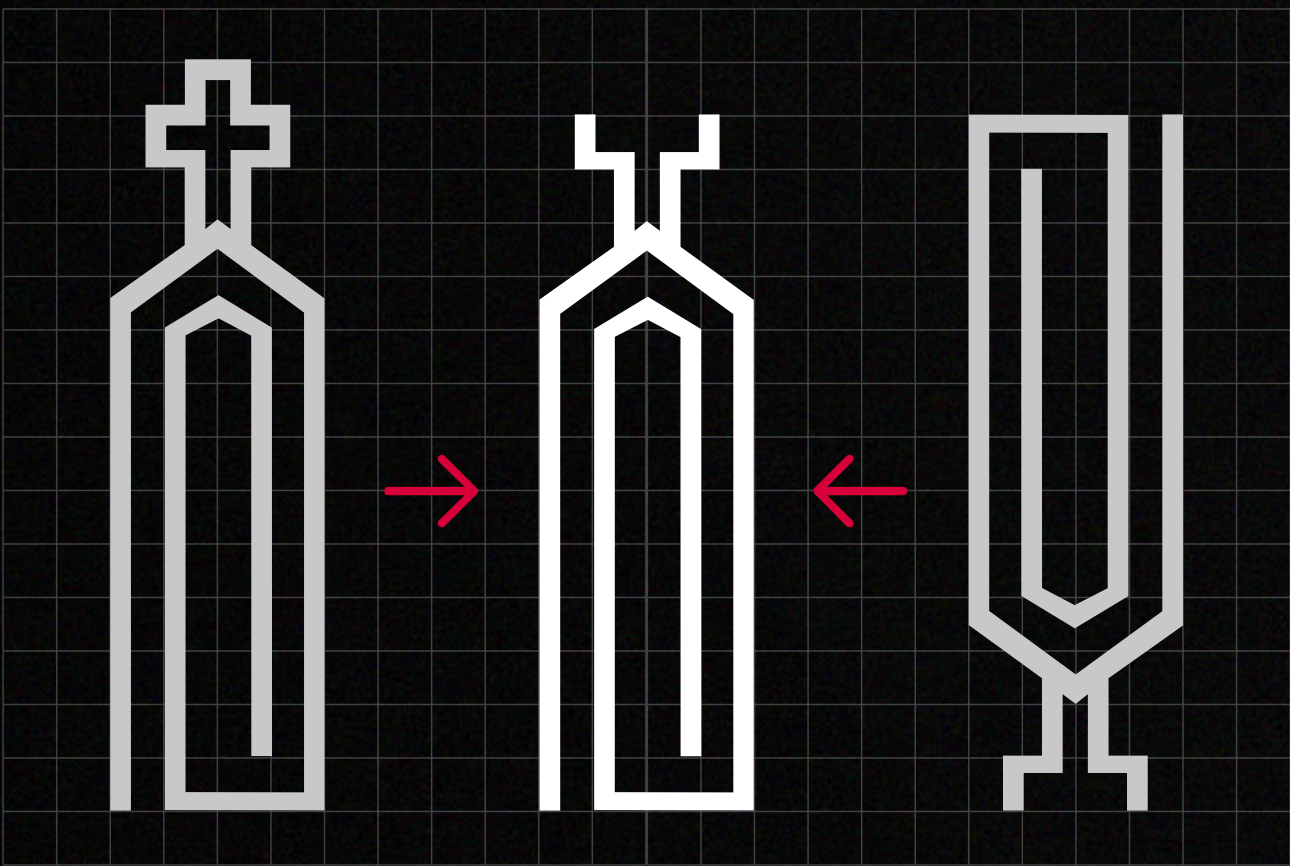


# 02 // LOGO & COLORS



## // THE LOGO

The logo itself is supposed to be simple, clear and unmistakable, as the brand itself will strive for minimalism, big contrasts and clear communication.

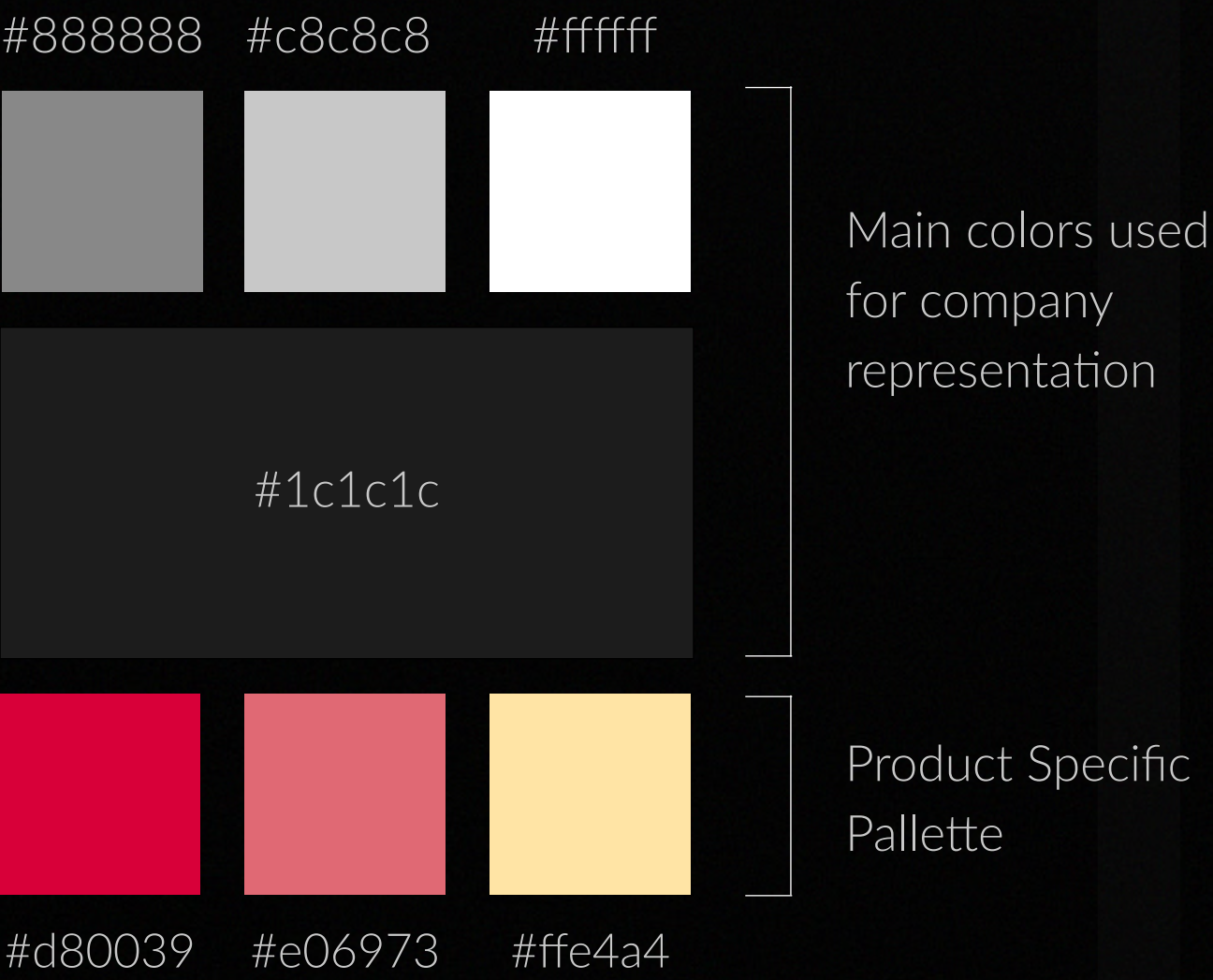


## // THE SYMBOL

The symbol merges two key elements: A Nordic chapel that represents heritage and craftsmanship, and a reversed wine glass, reflecting the product and its bold character. Together, they create a meaningful icon that reminds of nordic runes.

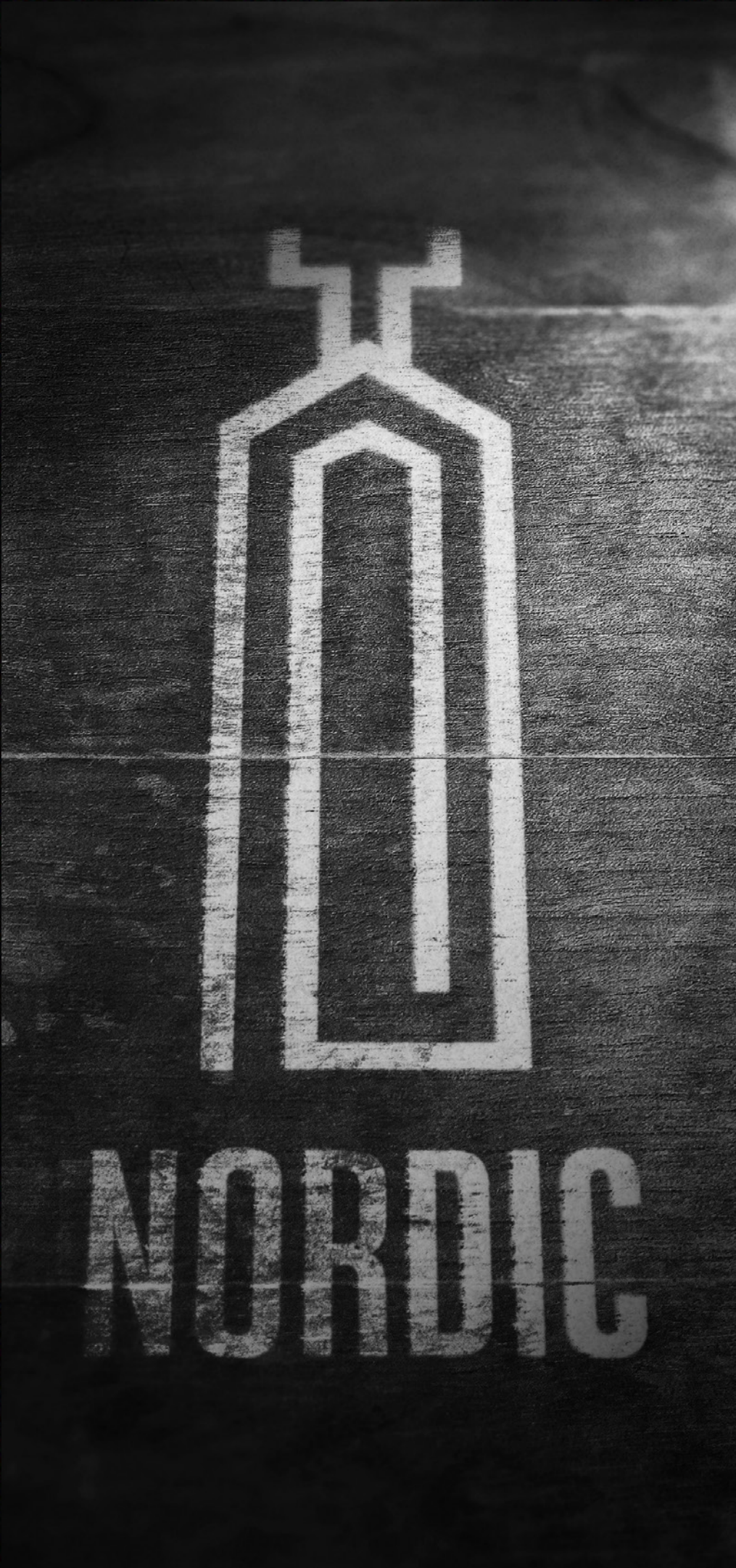
## // THE COLOR PALETTE

The main colors are restricted to dark grey, off-white and light grey tones to reflect the minimalist core of the brand. For specific products different colors and accents can be added to offer a more intuitive product navigation and emotional differentiation. (Red for red wine etc.)





# 03 // THE VISUAL SYSTEM IN ACTION









# TEMPTATION WEARS BLACK

— NORDIC SPECIAL RESERVE —



WWW.NORDIC.COM

# CONFIDENCE WEARS BLACK

— NORDIC SPECIAL RESERVE —



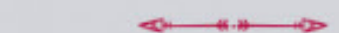
WWW.NORDIC.COM





## // NORDIC RED CABERNET SAUVIGNON

DRY RED • 1995



This red wine brings the crisp edge of Nordic terroir into every sip – where rugged landscapes meet refined taste.

Deep, intense, and beautifully balanced, it's a rebel with elegance. For those who like their wine as sharp as the northern wind.



## // NORDIC ROSE ROSÉ DE PINOT NOIR

DRY ROSE • 1995



Delicate but daring. This dry rosé made from Pinot Noir grapes captures the crisp purity of the North in a glass.

With notes of wild berries, arctic winds, and quiet rebellion. A refreshingly dry rosé for those who prefer their pink with an edge.



## // NORDIC WHITE SAUVIGNON BLANC

DRY WHITE • 1995



Clean, sharp, and ice-cold elegant. This dry Sauvignon Blanc channels the Nordic climate into a glass of pure refreshment.

Think citrus, green apple, and a whisper of mountain air. For those who crave clarity with character.

EACH OF OUR CLASSIC'S FOR ONLY **69,90 EUR**



## NORDIC SPECIAL RESERVE GIFT BOX

Crafted in the untamed landscapes of Norway, this rare Special Reserve is more than just wine – it's a revelation.

Housed in a sleek gift box, each bottle tells a story of northern soil, crisp air, and sacred tradition.

Limited in quantity, bold in character – the perfect gift for those who appreciate the extraordinary.

**129 EUR**



# 04 // FONTS

**Bebas Neue Pro** is a modern sans-serif typeface known for its bold, condensed letterforms and strong visual presence. With its clean lines and all-caps design, it conveys confidence, clarity, and simplicity – making it ideal for impactful headlines, logos, and branding.

## WHY BEBAS NEUE PRO?

- > Recognizable font character - ideal for bold statements & Headlines
- > Minimalist, dynamic, simple and clean character
- > It's condensed nature adds a masculine and dynamic feel

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 Ää Öö Üü ! ? \_ [ ] \* # ^

**Lato** is a humanist sans-serif typeface that balances warmth and professionalism. Originally designed for corporate use, it combines friendly curves with clean, modern structure – making it highly versatile for both body text and headings. Its subtle personality shines in UI design, branding, and editorial layouts, where clarity and approachability are key. With a wide range of weights, Lato works just as well in digital interfaces as it does in print.

## WHY LATO?

- > Versatile Font - can be used in different media
- > Creates a good but not too great of a contrast to Bebas by adding smoothness
- > Its tracking is wider than Bebas - enhanced readability

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 Ää Öö Üü ! ? \_ ( ) \* # ^



# NORDIC

// REDEFINING CLASSIC TASTE



THANK YOU