PROJECT PLAN
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PROJECT TITLE: Branding for a Trendy Wine Bar

INTRODUCTION

During this semester, I observed how branding plays a critical role in defining the identity and success of businesses. *Glou Glou*, a bar in Amsterdam with a name inspired by natural wine culture (meaning "glug glug" in French), stands out for its potential as a unique and vibrant social hub. However, it lacks a cohesive visual identity to establish its presence online and offline. Its current branding elements fail to fully express the personality and atmosphere that its name evokes.

Inspired by this, I decided to focus my branding project on creating a rebrand for *Glou Glou*. This project will include the development of a logo, colour palette, typography, menu design, merchandise, and mock-ups for digital and physical applications. My goal is to create a visually appealing, cohesive identity that reflects the playful, welcoming, and sophisticated character of *Glou Glou*, making it a must-visit destination for wine enthusiasts and socialites alike.

RESEARCH QUESTION
MAIN RESEARCH QUESTION:
How can I design a compelling branding identity for *Glou Glou* that reflects its joyful, vibrant character and appeals to its audience?
SUB QUESTIONS:
1. What are the key elements of an effective branding identity for a wine-focused bar like *Glou Glou*?
2. How can the visual identity evoke the bar's personality and celebrate the culture of natural wines?
3. What design choices can enhance both *Glou Glou's* physical atmosphere and digital presence?

1. Research and Analysis

- **Understand the Brand**: Analyse Glou Glou's current branding (logo, website, menu, and any social media presence) to identify strengths, weaknesses, and gaps.
- **Study Competitors**: Research other trendy wine bars and natural wine brands for inspiration, focusing on their branding elements and how they appeal to their audience.
- **Target Audience**: Identify the demographics and preferences of Glou Glou's typical customers.
- **Natural Wine Culture**: Deepen your knowledge of natural wine culture to ensure the brand identity aligns with the concept.

Understanding the brand:

I began my research by exploring the Instagram page and website of Glou Glou wine bar. The Instagram page, in particular, provided valuable insights through photos of their customers, drinks, food, and interiors, allowing me to understand the atmosphere they aim to create. This research serves as a foundation for ensuring my designs align with their vision and reflect their unique vibe

Key Takeaways
Playful and Inviting Atmosphere
The branding should reflect Glou Glou's vibrant and relaxed social vibe, emphasizing its appeal as a community hub for wine lovers and a meeting place for people.

Natural Wine Aesthetic
I should make use of design elements like handwritten fonts, bold yet earthy colour palettes, and organic shapes to match the 'natural wine culture'.

Trendy and Authentic Personality
Use modern yet approachable designs that reflect the relaxed sophistication of Glou Glou, inspired by its outdoor charm, lively gatherings, and warm, rustic atmosphere.

Consistency Across Platforms
Cohesive designs for digital (social media, website) and physical (menus, signs) applications is critical to align the bar's online and offline presence.

Target Audience
Glou Glou appeals to wine enthusiasts who appreciate natural, artisan wines and young professionals aged 20–35 seeking trendy, casual venues. It also attracts creative and social individuals who may be drawn to its warm, inviting atmosphere, perfect for casual gatherings and creating a feeling of community.

Timeline for Glou Glou Branding Project

Week 1: Initial Research & Analysis

- **Day 1-2:** Study Glou Glou's current branding (Instagram, website, menu, etc.) and note strengths, weaknesses, and gaps.
- **Day 3-4:** Research competitor wine bars and natural wine brands for branding inspiration.
- **Day 5:** Identify Glou Glou's target audience (demographics, interests, and preferences).
- **Day 6-7:** Learn more about natural wine culture by reading articles, visiting wine bars, and collecting aesthetic references.

Deliverable:
Research document with key insights, mood board, and design direction outline.

Week 2: Concept Development
- **Day 8:** Define the brand's core values and understand their personality.
- **Day 9-10:** Develop initial concepts for the logo (sketches or digital drafts).
- **Day 11:** Explore possible colour palettes and typography that match the natural wine aesthetic.
- **Day 12-13:** Create design elements for a cohesive identity (patterns, iconography, organic shapes).
- **Day 14:** Get feedback on designs and iterate.

Deliverable:
Initial design concepts for logo, colours, and typography.

Week 3: Design Development
- **Day 15-17:** Create refined logo versions and select the final one.
- **Day 18:** Develop a consistent colour scheme and finalize the typography.
- **Day 19:** Design mock-ups of menus, signage, and merchandise.
- **Day 20:** Draft social media templates for Instagram posts/stories.
- **Day 21:** Review all designs and ensure they align with Glou Glou's personality and audience preferences.

Deliverable:
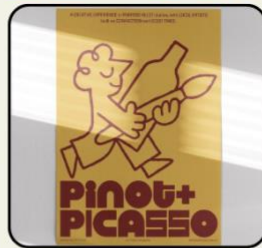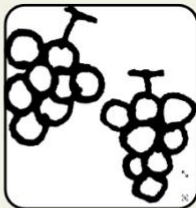Final logo, colour palette, typography, and mock-ups for physical/digital applications.

Week 4: Feedback & Revisions
- **Day 22-24:** Gather feedback from peers, instructors, or professionals.
- **Day 25-26:** Make revisions based on feedback.
- **Day 27:** Ensure all designs are consistent across platforms.

Deliverable:
Final branding package

MOOD
BOARD

Zest Zest Zest

OUVERTURE 28.07.22
LA CAVE
16H 23H

GRAZA

PINOT+ PICASSO

HER MOSA

WIM

GLOU
GLOU