



Case Study: Martian Ranch & Vineyard

Martian approached FINIEN with nothing but a name, backed by an exceptional vineyard location and talented wine maker. FINIEN created the brand as it launched into the saturated California wine market in midst of an economic downturn.

"FINIEN's creativity and attention to detail are invaluable to the success of our winery. From brand identity through design their service is unparalleled."

Michael Roth
Winemaker, Martian Ranch & Vineyard

✓ Identity

The brand identity was based on an existing serif typeface, yet re-drawn by hand to lend an authentic, organic, and other-worldly feel to it. The deep red wine tone seemed especially fitting as the name itself recalls the red planet.

MARTIAN
RANCH & VINEYARD™



✓ Brand Atmosphere Touch Points

In the design of the label series and various other brand materials, FINIEN focused on the relationship that revolves around the consumer sharing a bottle of wine with others. This relationship is represented visually by the whimsical image of the bottle on the front labels, while once the consumer starts spending more time with the wine (and friends), an illustration of a full glass becomes the highlighted element. The ochre brand color was chosen to stand out on the crowded shelves.



✓ Digital Design

The digital strategy was twofold, educate and inform the consumer about the Martian brand while moving product online. A biodynamics section, which was also built out as an app, allows consumers to learn about daily biodynamic changes, while receiving updates on special 'Fruit Days'. A section that quickly turned into a fan favorite, while introducing audiences unaware of the Martian brand. The brand mascot, a 'martian' character, appears as an insider's secret on several touch points, from the wine cork to the web site, where visitors might catch this whimsical character sharing semi-wisdoms, if they are patient.

