

Rebranding Adega Recaidas

Project

Context

Company: Adega Recaidas
Employer: Freelancer
Role: Graphic Design
Place: Street Ernesto Gastaldo, 01
Montanhão, São Bernardo do Campo
SP

Overview

The rebranding of Adega Recaidas aims to consolidate its image among its already established audience, emphasizing modernity and family values. The new visual identity seeks to reflect the bar's commitment to quality and tradition, while projecting a contemporary image aligned with its market segment.

The Challenge

The main challenge faced in the rebranding of Adega Recaidas was to create an image that simultaneously evoked modernity and respected the traditional and family values that are deeply rooted in the brand. It was essential that the new design stand out in a highly competitive market, without losing the identity that had already earned the loyalty of customers. In addition, the logo had some design issues, such as the white ellipse that was supposed to look like a light "spot" but instead looked like a flashlight, given its position in relation to the "bottle" in the logo. Finally, the logo needed to be versatile enough to be effective across multiple platforms and marketing materials, from packaging to digital campaigns.

Visual research

Semantic panel



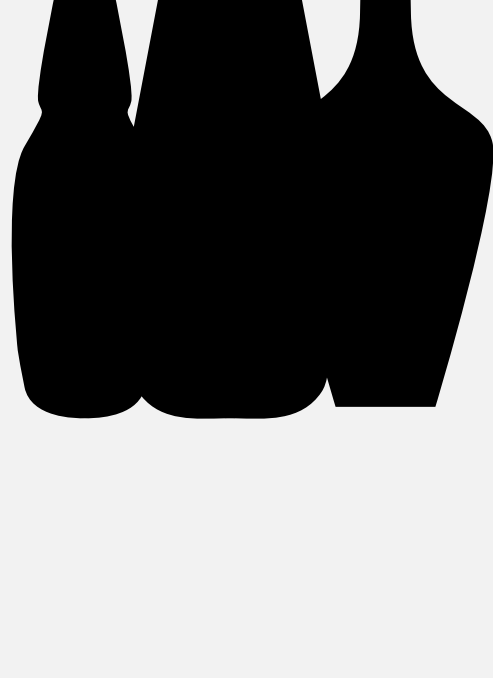
Defined Values

- **Modernity:** Reflect an updated and contemporary image, without losing the essence of the brand.
- **Familiarity:** Conveying hospitality and family values, reinforcing proximity with the already established public.
- **Tradition:** Preserve the traditional identity that has already won customer loyalty.
- **Connection with the area of activity:** Associate design with the beverage segment, reinforcing the bar's positioning in the market.

Creation process

Graphic elements

In the rebranding of the Adega Recaidas logo, I kept the original composition of the three bottles, but modified them to symbolize a family. The rum bottle on the left was chosen to represent the mother, not only because it is a strong and elegant drink, but also because of its silhouette with more feminine and delicate curves. The wine bottle in the center symbolizes the father, being taller than the others, reflecting a traditional figure, associated with family celebrations. The beer longneck on the right represents the son, as it is a drink consumed by young people and its size is smaller than the other two bottles, thus representing the son.



Typography

The typographic choice was also essential to modernize the brand. I used the 'Babet Demo' and 'A Sweet Melody My Lady' typefaces to bring a balance between sophistication and relaxation, aligning the visual identity with family values and the beverage segment.

Visual

Adega
Recaidas

Typography

A Sweet Melody My Lady

Babet Demo

Proportion

18

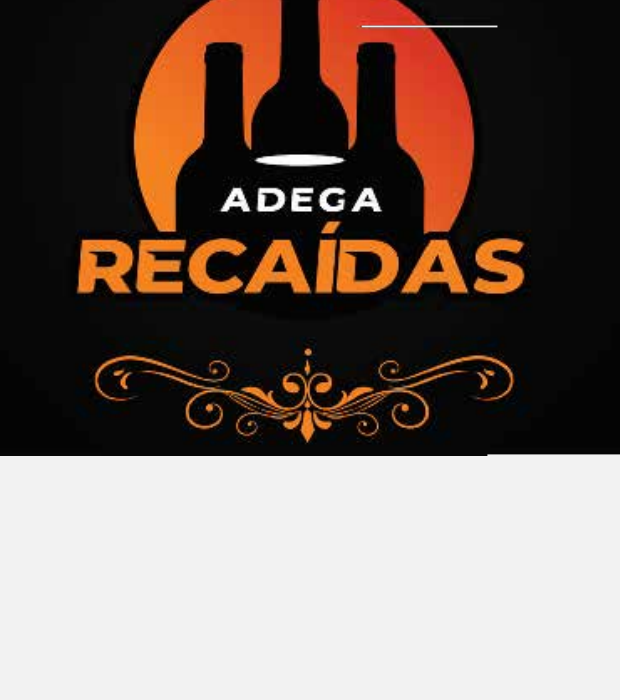
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Composition decision

I fixed visual issues with the previous logo, such as removing the arabesques that were a visual pollution in the image, giving it a cleaner, more professional look. I also positioned the 'lighting spot' at the top of the logo, resolving the visual ambiguity and better highlighting the core elements of the brand.

Previous logo



Conceptual Sketch



Final Result



Application

In addition to redesigning the Adega Recaidas logo, I was asked to create a post for social media in which we applied the new visual identity. The logo was adapted to digital formats, ensuring visibility and impact in different contexts, promoting the consolidation of the Adega Recaidas brand and building customer loyalty.

