

design + branding portfolio

**channing
simpson**

about me

with an aesthetic eye and an expert in the art of brainstorming, i love bringing brands and ideas to life. a holistic and all-encompassing approach to design and building brands, services tailored to the unique needs of each project.

i specialize in delving deep into the essence of individuals and businesses, uncovering the core ideas, emotions, and stories that drive them. from there, developing a strong and authentic brand identity and communicating it visually. the spirit and energy of a brand evoked through visually compelling designs, logos, and branding - all elements and channels tying back to this story. from social media to interior design and across websites, products, and packaging. creating a cohesive brand from the big picture to the tiniest details.



contents

WINERY REBRAND + LABEL DESIGN pgs 1-9

MAKEOUT REEF MERCH + LOGOS pgs 10-12

OLIVE BRANDING PROJECT pgs 13-15

POSTERS pgs 16-17

CORPORATE DESIGN + MARKETING pg 18

winery rebrand + label design

conceptualized and designed labels for seven different wines for midpoint winery.

consulted in the transition and re-branding from the historic rotta winery to the new brand - midpoint

highlighted the history of the old brand while creating something new, exciting, and true to the owners



mid•point
mid•point
m•

the main goal was to create labels that evoke the energy and spirit of the brand, portraying meaningful stories through images and spurring conversation and connection. paying homage to the past in a light-hearted and fun way. further fostering a playful, curious, not-too-serious wine-enjoying environment. forming all other components of the brand around this concept - all tying back to the midpoint.

brand identity creation

led the brand discovery phase to inform design direction and visual identity. developed questions to determine the energy we want to convey through design.

type of wine being made

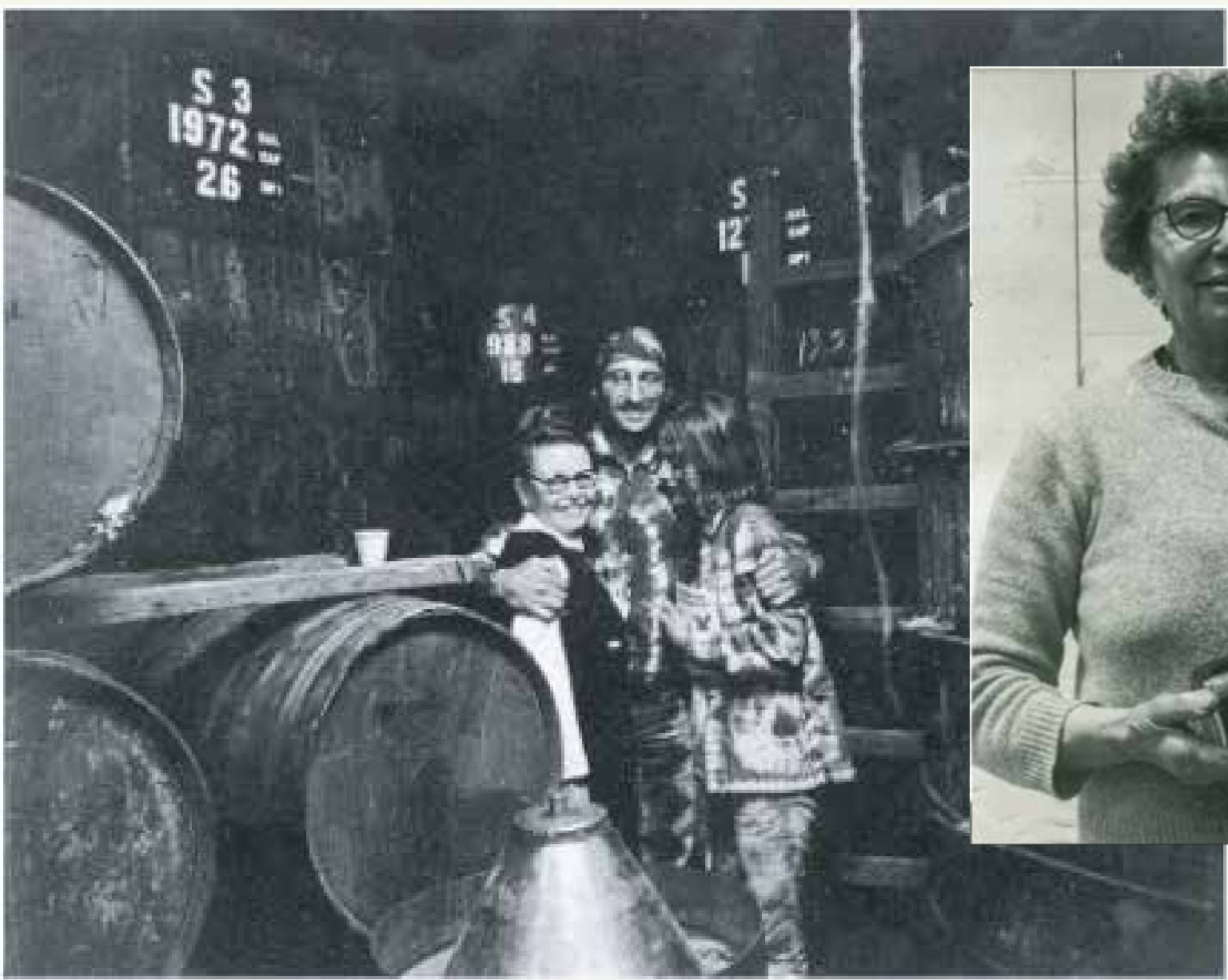
LIGHTER-BODIED
YET COMPLEX
DRINKABLE
SLIGHTLY EXPERIMENTAL
MID-PRICEPOINT
WINES

overall guest experience

WHERE PEOPLE COME TOGETHER
TO FERMENT FRIENDSHIPS
SPURRING CURIOSITY
AND LEARNING
ALL ABOUT THE HERE + NOW

identity of the new brand

FUN + FRESH
BUT NOT OVERTLY TRENDY
AUTHENTIC
REFLECTING THE HISTORY OF
ROTTA + PASO
NOT TOO SERIOUS
APPROACHABLE + UNPRETENTIOUS



design process

preliminary concept brainstorm

messy mock-ups + creative direction ideas that led to the final concept. NOTE: created when winery name was going to remain Rotta, before switching to midpoint

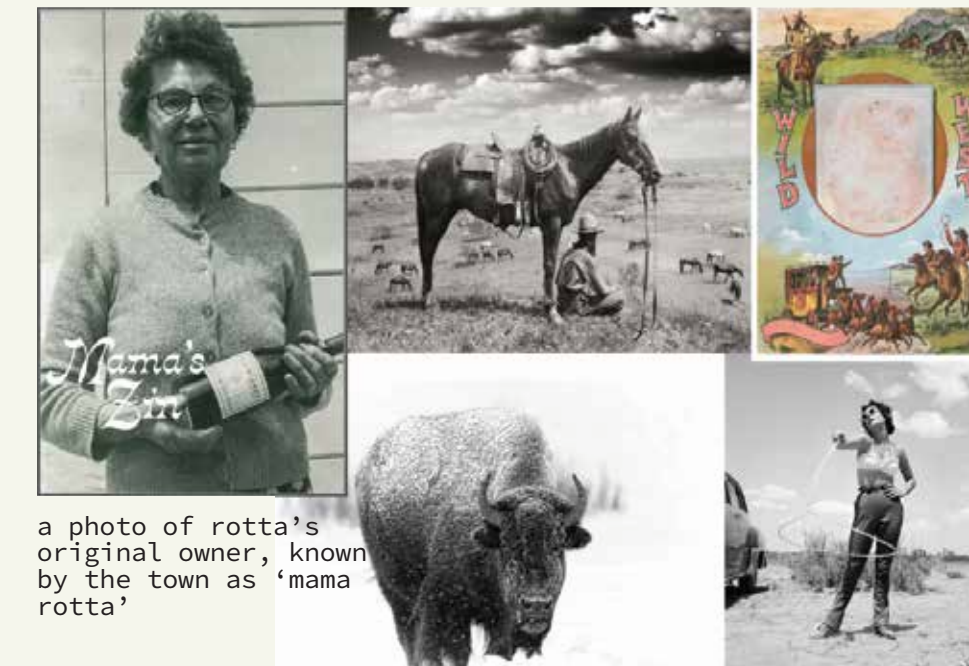
.01 vintage fruit crate art

labels inspired by vintage fruit crate art. a nostalgic energy, authentic, fun. would give a lot of creative freedom in design + wine name choices.

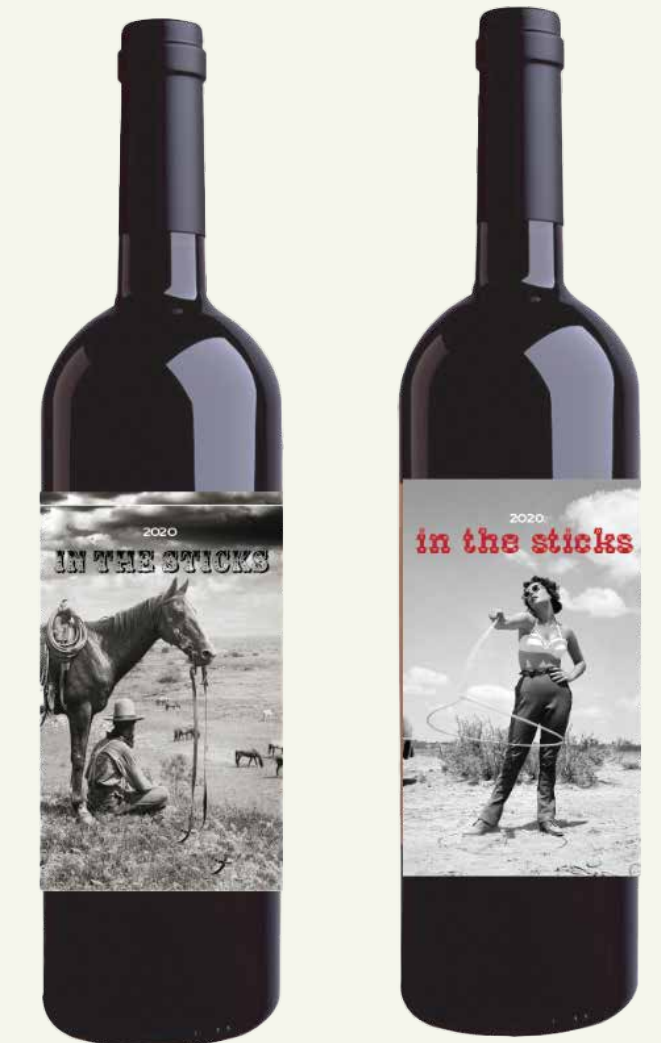


.02 black+white / western

an ode to the historic and present energy of rotta + paso robles. mixed with some edge + contemporary elements.



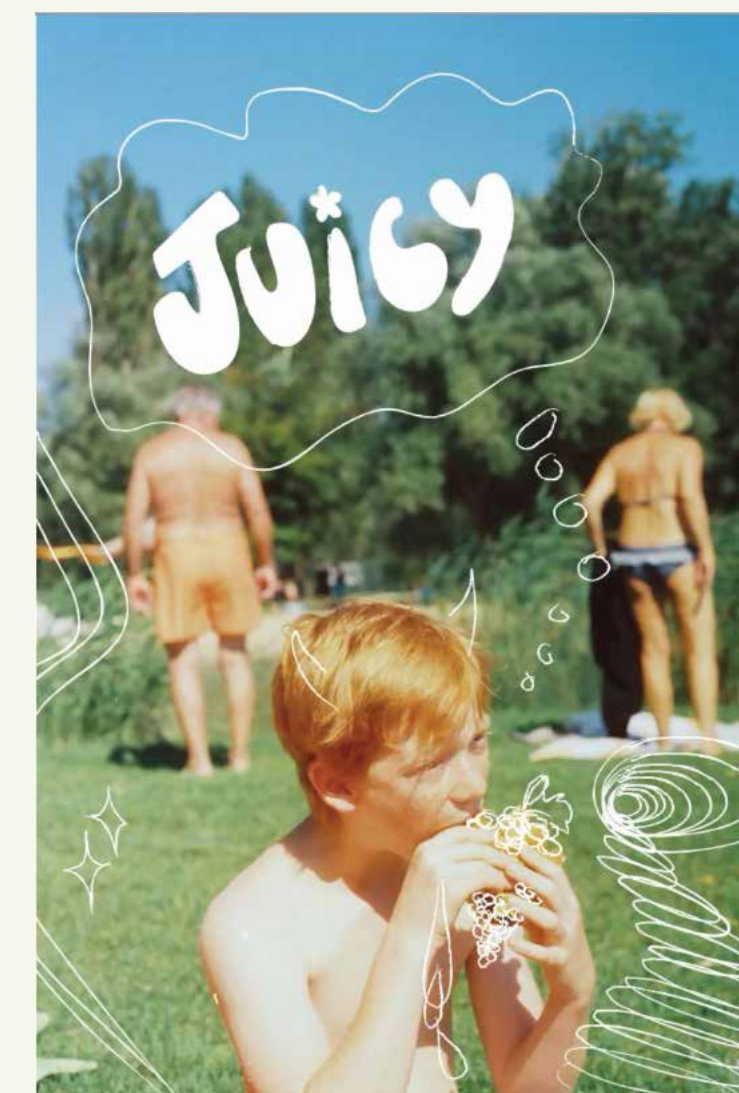
a photo of rotta's original owner, known by the town as 'mama rotta'



.03 film photos

using film photos, the main idea being that each SKU has its own theme (i.e. cool car for the cab) that carries through vintage to vintage but the photo changes year to year

provides creative freedom, variation year to year, and inspires fun names



concept idea winner

the film photo concept inspired a doodled over variation. a clear winner.

an extra layer of personality + fun

differentiating from other photo-featuring label design

design process

label drafts

directed + photographed film photoshoots
to illustrate my vision, provide options
for photos, and inspire fanciful names

explored back label composition and font
selection



glitch
100% cabernet franc

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod

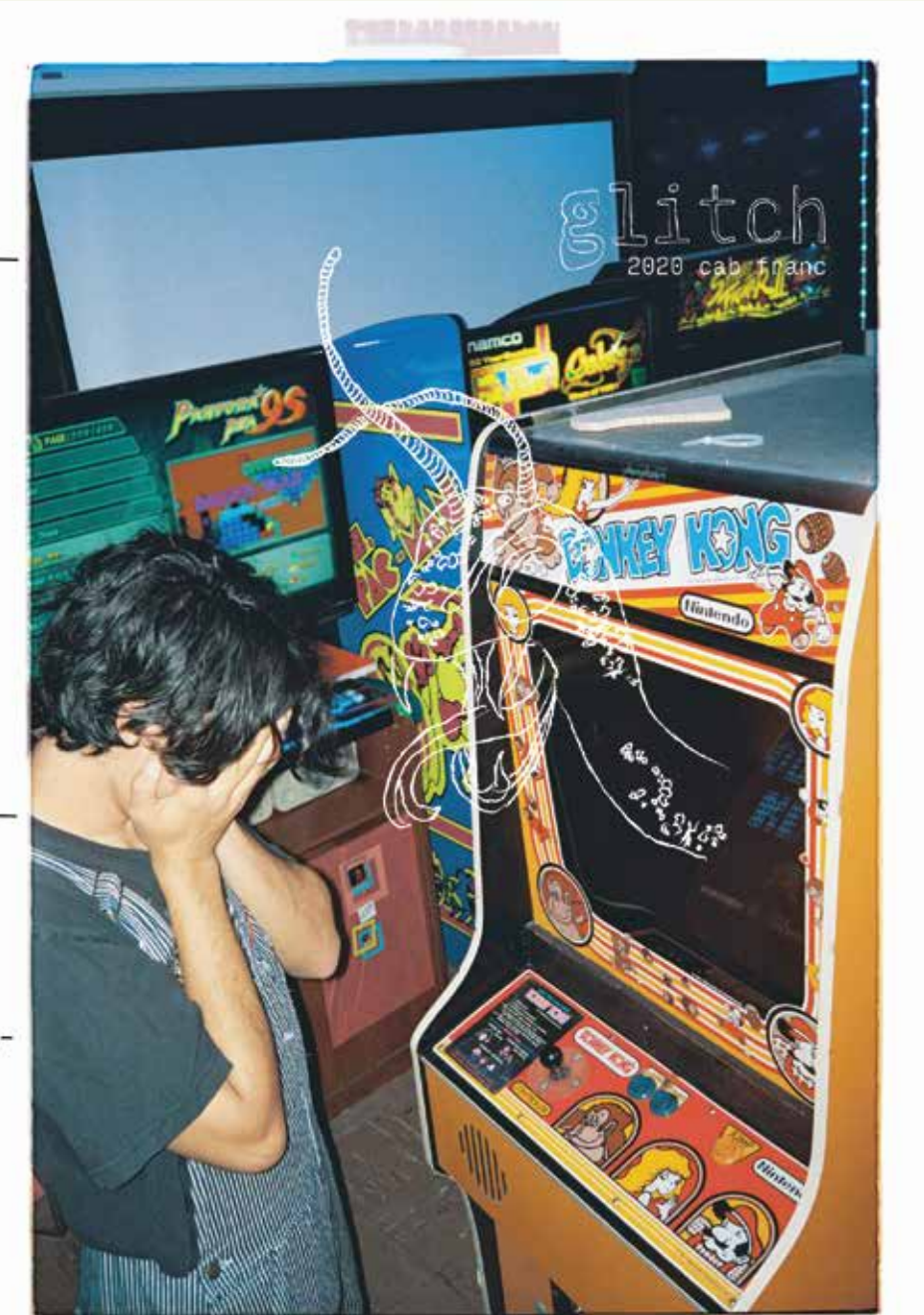
bottled and produced by MIDPOINT winery in paso robes, ca

ingredients: grapes, water, yeast, minimal effective sulfites

adelaida district, paso robes

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS. CONTAINS SULFITES. 750 ML

MIDPOINT



glitch
100% cabernet franc
paso robes, ca

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod

bottled and produced by MIDPOINT winery in paso robes, ca

ingredients: grapes, water, yeast, minimal effective sulfites

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS. CONTAINS SULFITES. 750 ML

MIDPOINT

collective effervescence
100% cabernet franc

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod

bottled and produced by MIDPOINT winery in paso robes, ca

ingredients: grapes, water, yeast, minimal effective sulfites

adelaida district, paso robes

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS. CONTAINS SULFITES. 750 ML

MIDPOINT



2020

presented this logo + brandmark concept

created fanciful names

created doodles

wrote creative copy connecting the photo and name to the wine and story

sourced photos

determined what info should be on the back label, collaborating with wine maker for the wine making specs

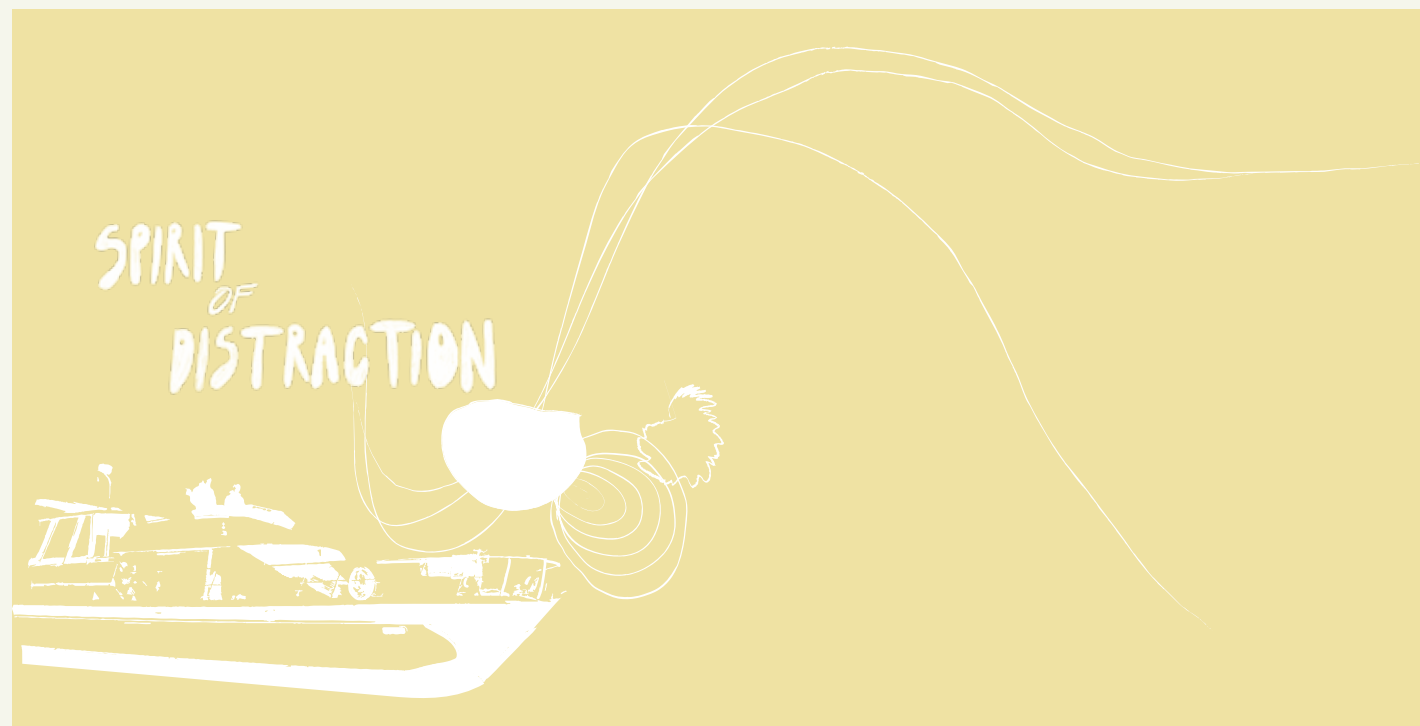
went for a more vintage style label composition as a nod to the rich history of the original rotta winery

final labels



..... NO FORWARDING ADDRESS

SPIRIT
OF
DISTRACTION



february's
bouquet



NO FORWARDING
ADDRESS



glitch



ROTTA
ZIN

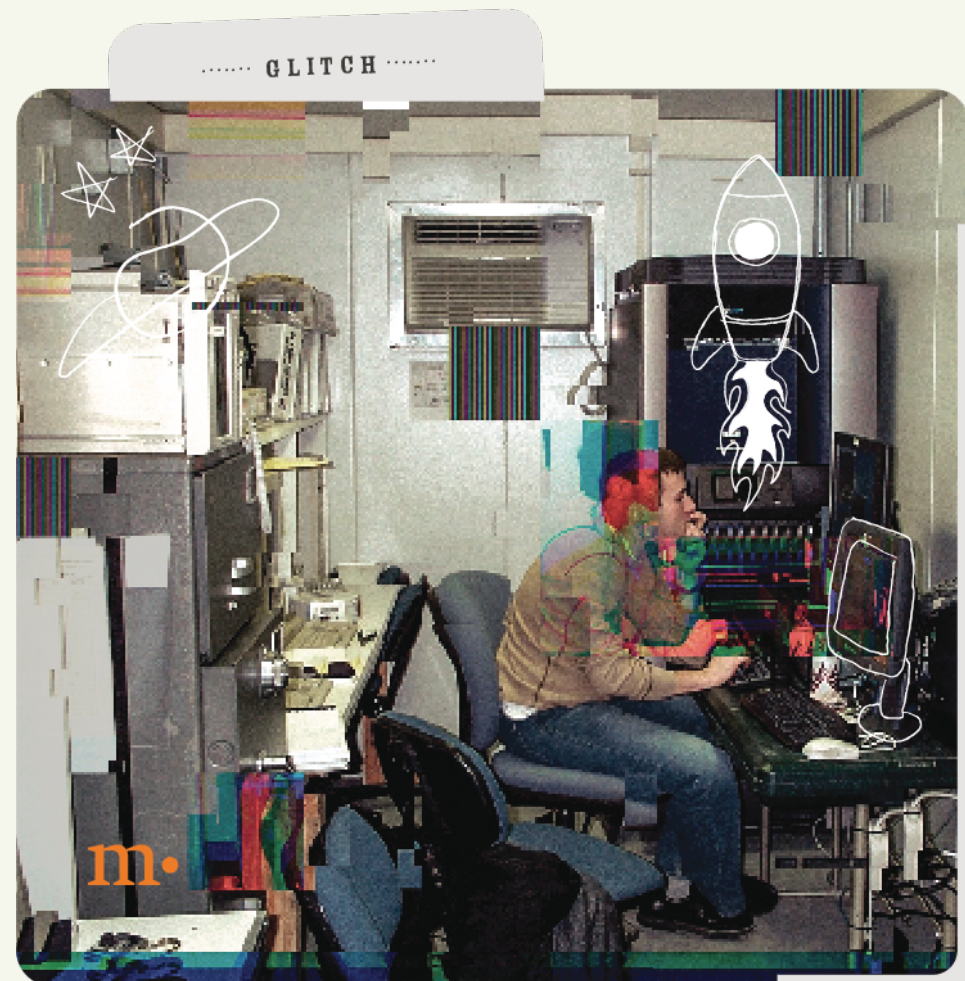


KICKOVER



irreverence





..... GLITCH

mid·point BOTTLE Q 0125 of 2,100

WINE/VARIETAL **glitch** VINTAGE 2021
85% GRENACHE, 15% SYRAH

AVA PASO ROBLES, TEMPLETON GAP DISTRICT

BASIC INFO
Glitch [noun/verb] a minor malfunction that causes a temporary setback. We're all a glitch - a culmination of mistakes, decisions, and mess ups that have led us to be in this precise moment. Teaching us to embrace every glitch - because here we are. Right here, right now.

BARREL/VESSEL PAIRS WELL WITH
OAK BARRELS Dungeons & Dragons

18 months INGREDIENTS grapes, yeast, yeast nutrients, water, tartaric acid, sulfur dioxide.

ALCOHOL 13.9% ALC. BY VOL. CONTENTS 750ML

..... HTTP://MIDPOINT.WINE

PRODUCED & BOTTLED BY MIDPOINT WINERY • TEMPLETON, CALIFORNIA
GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY AND MAY CAUSE HEALTH PROBLEMS.

mid·point BOTTLE Q 0125 of 2,100

WINE/VARIETAL **irreverence** VINTAGE 2021
CABERNET FRANC

AVA PASO ROBLES, WILLOW CREEK DISTRICT

BASIC INFO
Irreverence [noun] a lack of respect for people or things that are generally taken seriously. Cheers to breaking rules, challenging norms, and laughing at ourselves. Irreverence pours from this bottle, highlighting Cabernet Franc's individuality, not confined to any box.

BARREL/VESSEL PAIRS WELL WITH
OAK BARRELS Politics

18 months INGREDIENTS grapes, yeast, yeast nutrients, water, tartaric acid, sulfur dioxide.

ALCOHOL 13.7% ALC. BY VOL. CONTENTS 750ML

..... HTTP://MIDPOINT.WINE

PRODUCED & BOTTLED BY MIDPOINT WINERY • TEMPLETON, CALIFORNIA
GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



m·

..... NO FORWARDING ADDRESS



m·

mid·point BOTTLE Q 0125 of 2,100

WINE/VARIETAL **NO FORWARDING ADDRESS** VINTAGE 2021
30% COUNOISE, 30% CARIGNAN, 30% GRENACHE, 10% ZINFANDEL

AVA PASO ROBLES, CALIFORNIA

BASIC INFO
A summer red that exudes the feeling of freedom, reminiscent of having nowhere to be but everywhere to go. Hands dancing in the warm wind, waving to strangers you pass going down the 101. No problems, no plans. Windows down, bottoms up.

BARREL/VESSEL PAIRS WELL WITH
Oak and Stainless Barrels Spontaneous road trips

18 months INGREDIENTS grapes, yeast, yeast nutrients, water, tartaric acid, sulfur dioxide.

ALCOHOL 13.5% ALC. BY VOL. CONTENTS 750ML

..... HTTP://MIDPOINT.WINE

PRODUCED & BOTTLED BY MIDPOINT WINERY • TEMPLETON, CALIFORNIA
GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

m·



..... ROTTA ZIN

mid·point BOTTLE Q 0125 of 2,100

WINE/VARIETAL **ROTTA ZIN** VINTAGE 2021
ZINFANDEL

AVA PASO ROBLES, TEMPLETON GAP DISTRICT

BASIC INFO
Past meets present in this ode to the historic Zinfandel of Rotta Winery. From the time when Romilda Rotta's grandson messed around in fermentation tanks and jug wine was only 2 bucks to now... Rotta Zin lives on!

BARREL/VESSEL PAIRS WELL WITH
OAK BARRELS Dinner with the in-laws

18 months INGREDIENTS grapes, yeast, yeast nutrients, water, tartaric acid, sulfur dioxide.

ALCOHOL 15.0% ALC. BY VOL. CONTENTS 750ML

..... HTTP://MIDPOINT.WINE

PRODUCED & BOTTLED BY MIDPOINT WINERY • TEMPLETON, CALIFORNIA
GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

m·

mid·point BOTTLE Q 0125 of 2,100

WINE/VARIETAL **KICKOVER** VINTAGE 2021
50% MERLOT, 30% CABERNET SAUVIGNON, 13% SOUZÃO, 7% CABERNET FRANC

AVA PASO ROBLES

BASIC INFO
Kickover - a gymnastics move and a euphemism for the strength and power of women and kicking over established norms. Represented by this strong and bold yet feminine display of blended varietals. Named and doodled by Addie.

BARREL/VESSEL PAIRS WELL WITH
OAK BARRELS Pillow Fights

18 months INGREDIENTS grapes, yeast, yeast nutrients, water, tartaric acid, sulfur dioxide.

ALCOHOL 14.1% ALC. BY VOL. CONTENTS 750ML

..... HTTP://MIDPOINT.WINE

PRODUCED & BOTTLED BY MIDPOINT WINERY • TEMPLETON, CALIFORNIA
GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

m·



m·

..... KICKOVER

summary of project services

graphic design work

created the concept for new brand logo
developed a presentation of label design concepts

sourced photos, created doodles and designs for each wine, utilizing illustrator + photoshop

completed final label designs, then final label composition was produced by a firm the winery already had on retainer, in which i consulted on the final product

copywriting

created fanciful names for each wine, telling a story + evoking the spirit of the brand

determined what info should be on back label

wrote creative copy for the back labels, connecting the wine to the photo + fanciful name choices in an engaging way for the consumer

consulting services

consulted on new brand name + choice of bottle style

interior design + flow of new tasting room

business strategy + wine club structure
transition from original rotta brand to new midpoint brand

creation of a semi-secret to be announced soon 2nd brand including the logo + bottle design choices

m.

makeout reef merch design

T-SHIRT CONCEPTS + DESIGN

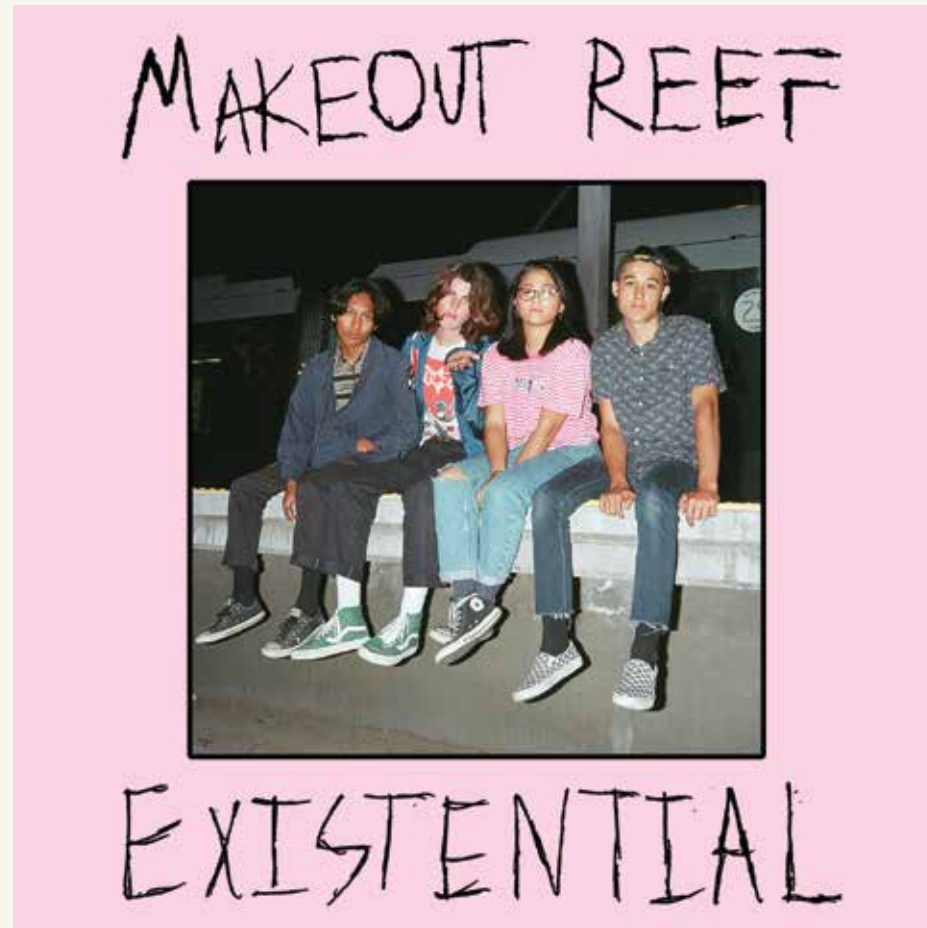
CD + ALBUM ART DESIGN FOR PRINT

LOGOS

SOCIAL MEDIA GRAPHICS + PHOTOGRAPHY



cd design process

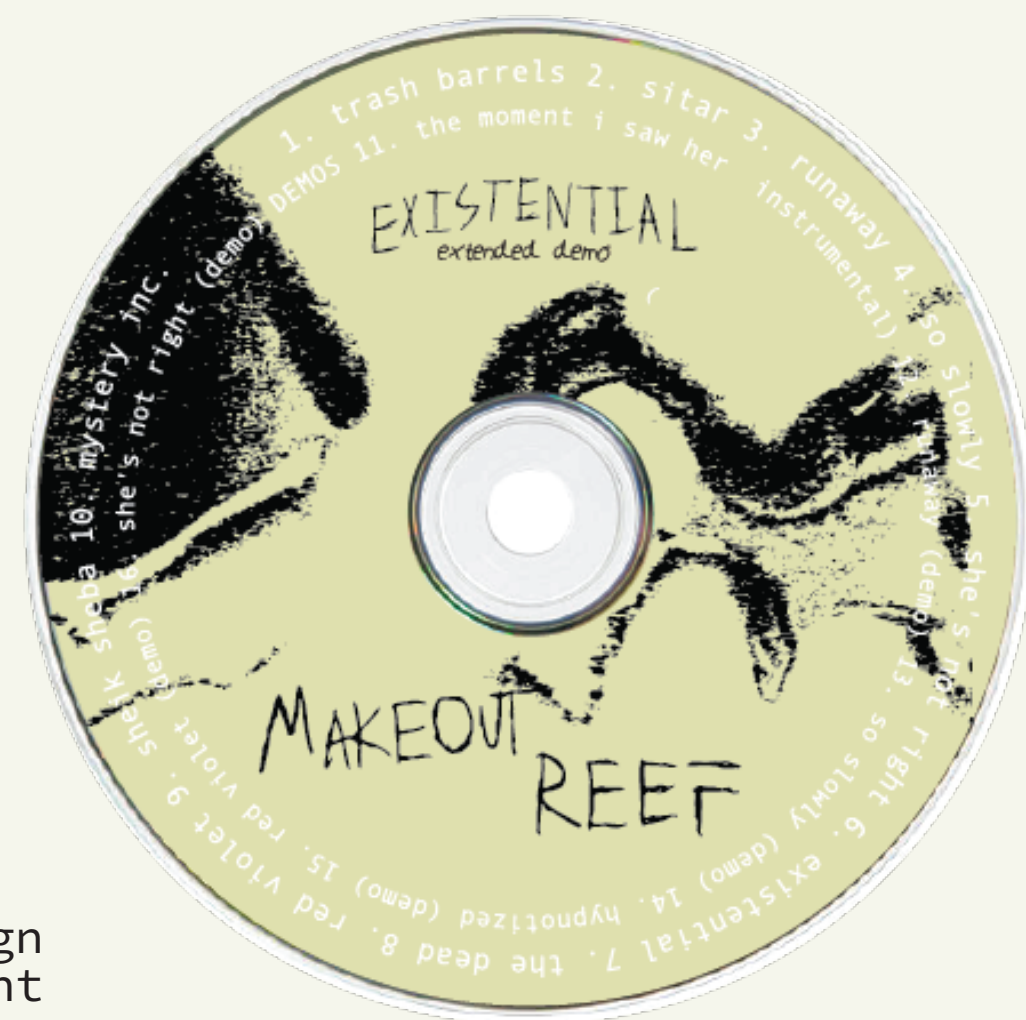


original album art by other designer, circa 2018

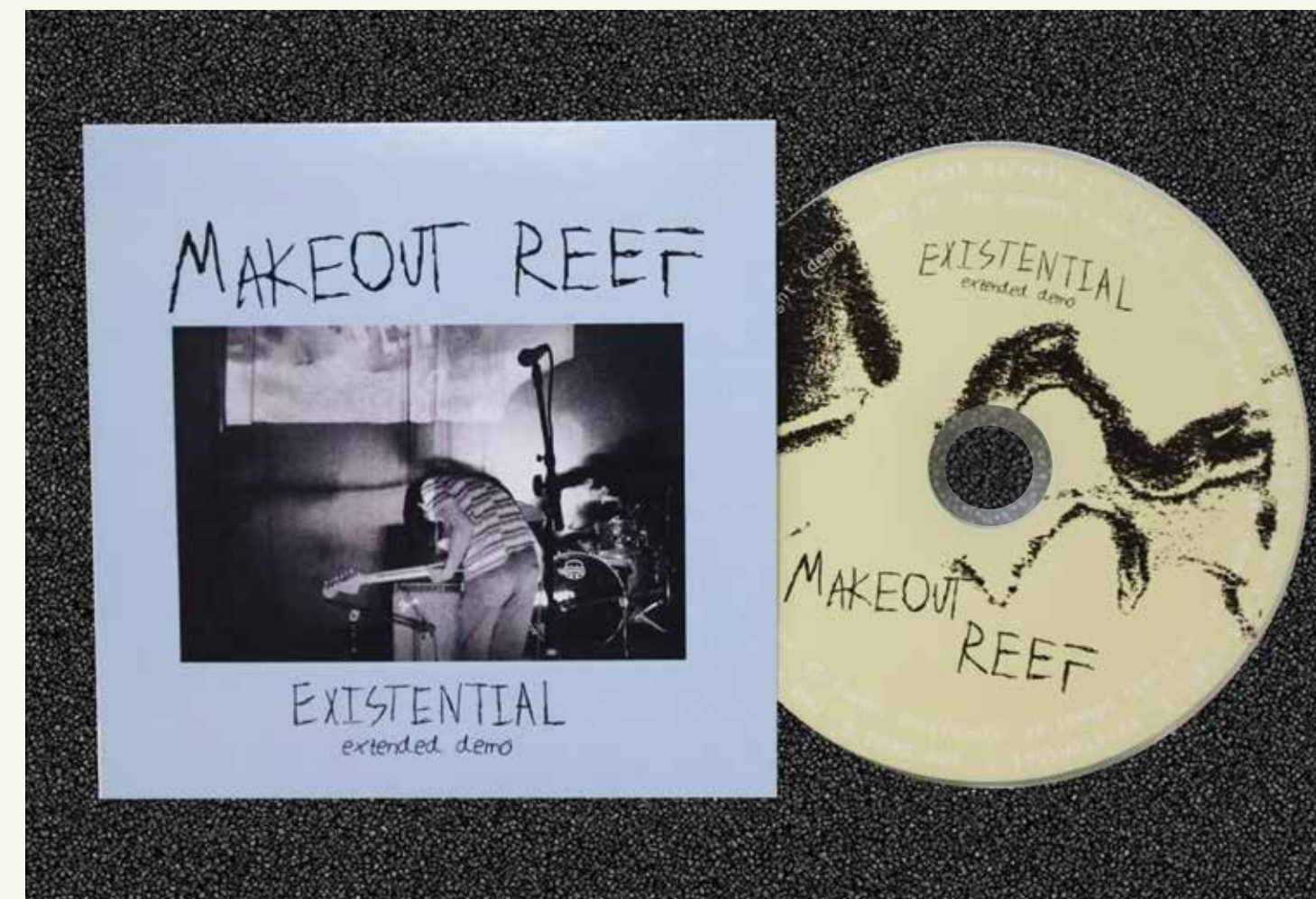


updated album art by me, circa 2023

kept core elements from the original design for a sense of nostalgia while creating something new. updated color, photos, and typography aligning with the bands current aesthetic.



digital disc design mockup pre-print



disc + cover post-print

logos

updated logos for
merch + marketing

created by hand-carving stamps,
making prints + digitizing

hand drawn font,
digitized



makeout reef

makeout reef

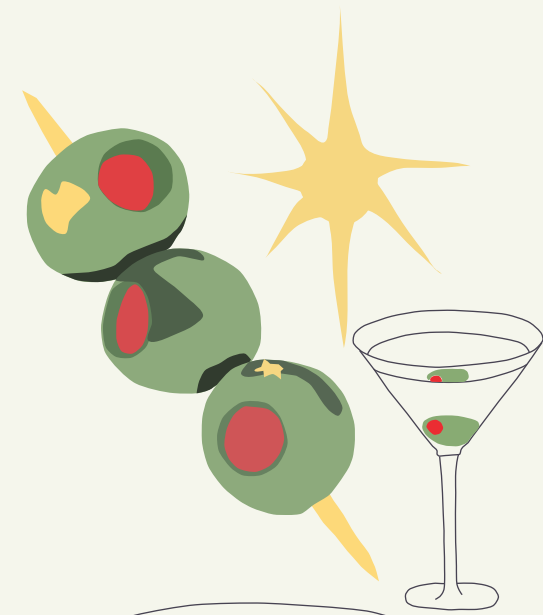
makeout reef

olive branding project



reimagining a jar of olives

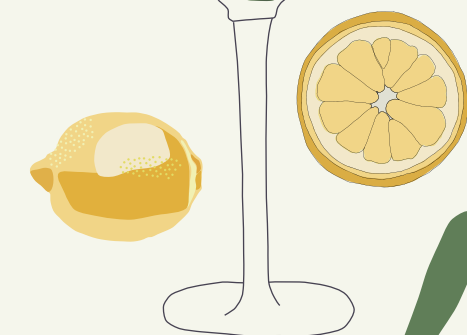
DIRTY OLIVES



DIRTY OLIVES



DIRTY OLIVES



DIRTY OLIVES

get dirty



organic artisan italian olives
the good kind of dirty

olives

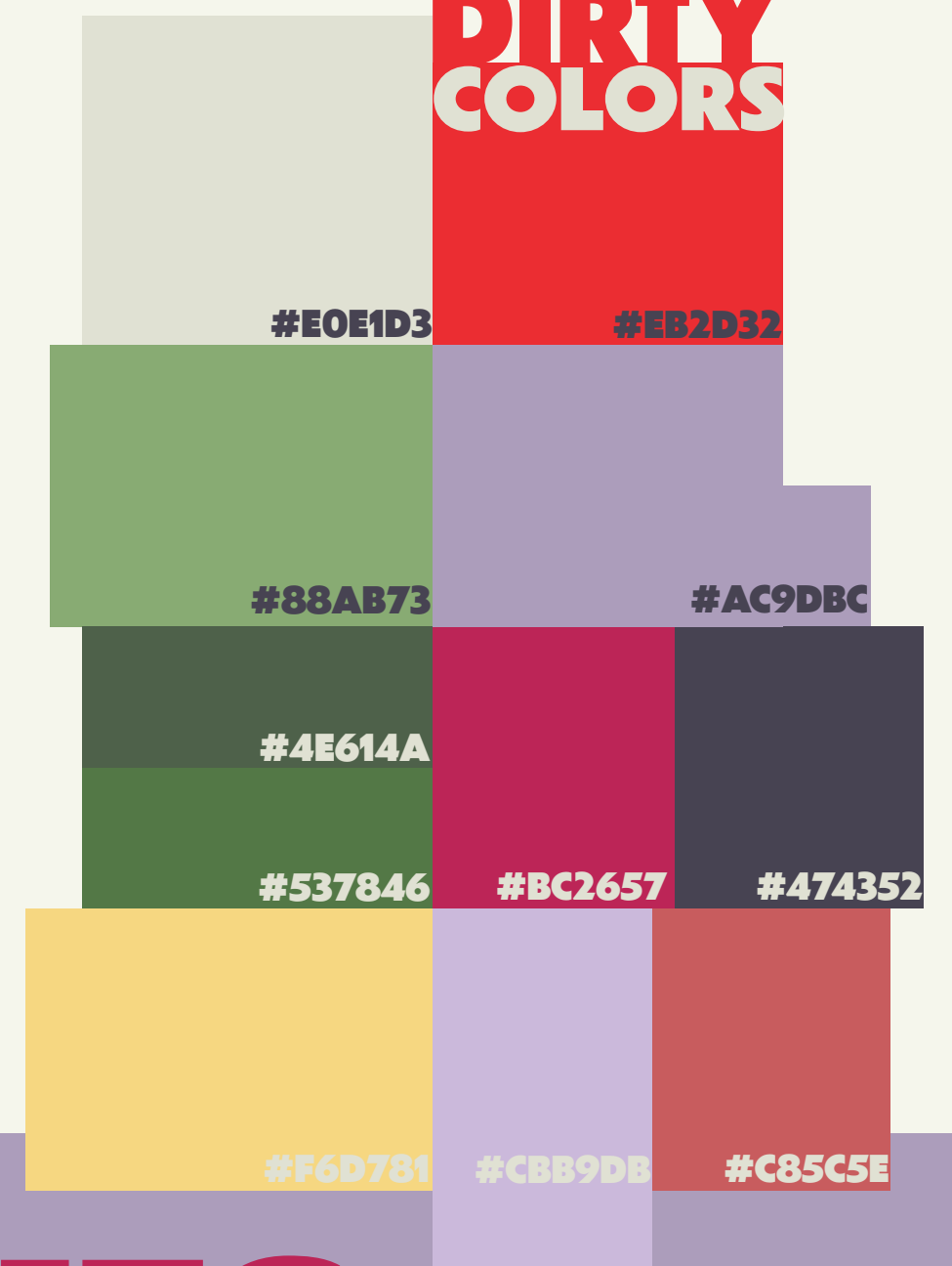
DIRTY



pick some up darling. get dirty



DIRTY COLORS



FONTS

LOGO / HEADINGS Big Chub

body / headings Dunbar Tall - ultra / extra bold italic

more body Neue Haas Grotesk Display Pro

script Fugo *script* Annabelle JF

**DIRTY
OLIVES**

DIRTY OLIVES *launch party @ the place LA*

music martinis free bites
all featuring an assortment of dirty olives

come try em + get dirty

DIRTY OLIVES
the great kind of dirty

saturday 2.16.24 @ 7pm

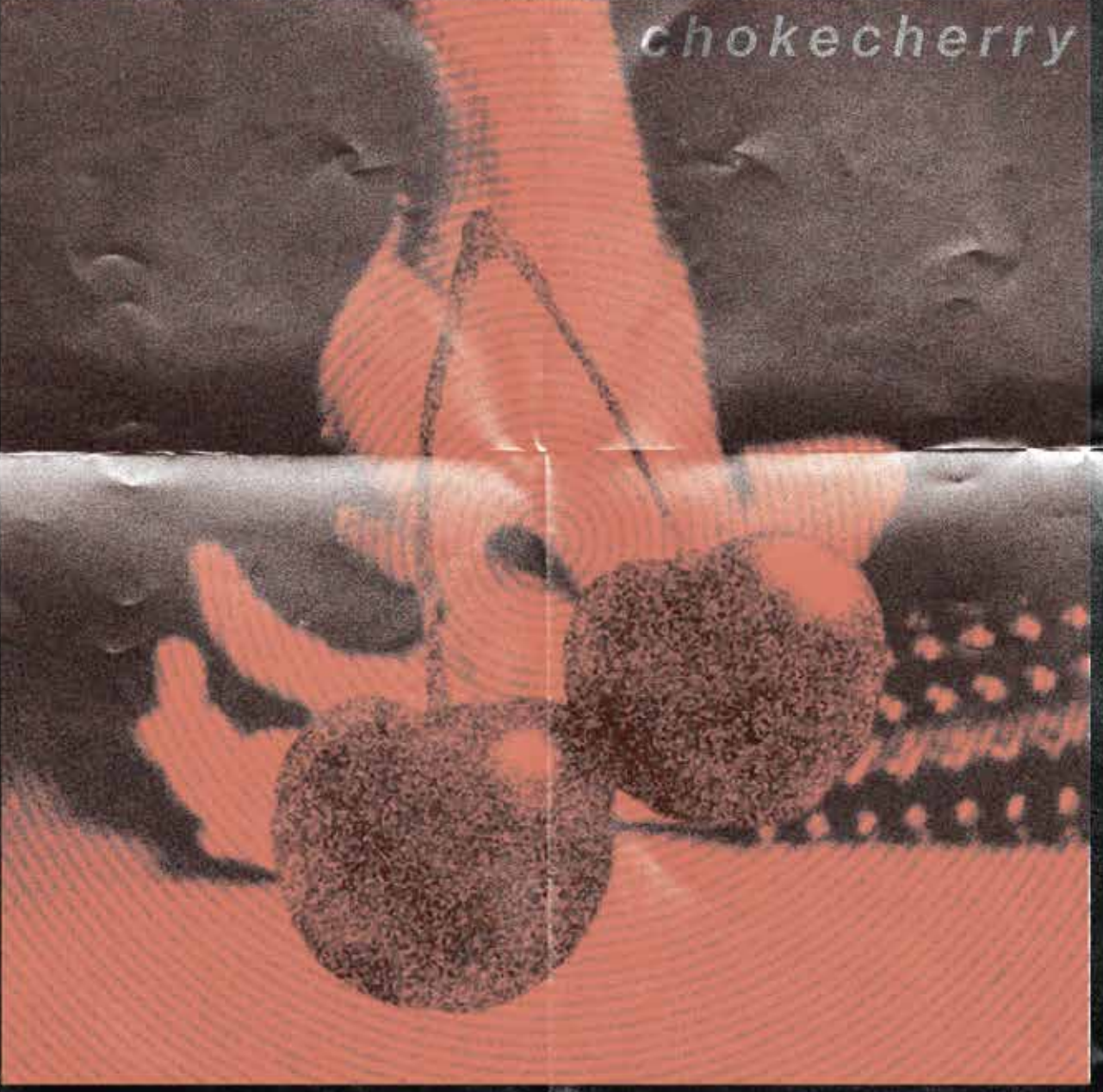
**D
I
R
T
Y**

DIRTY OLIVES
organic artisan italian olives

pick some up darling, get dirty

around around around

chokecherry



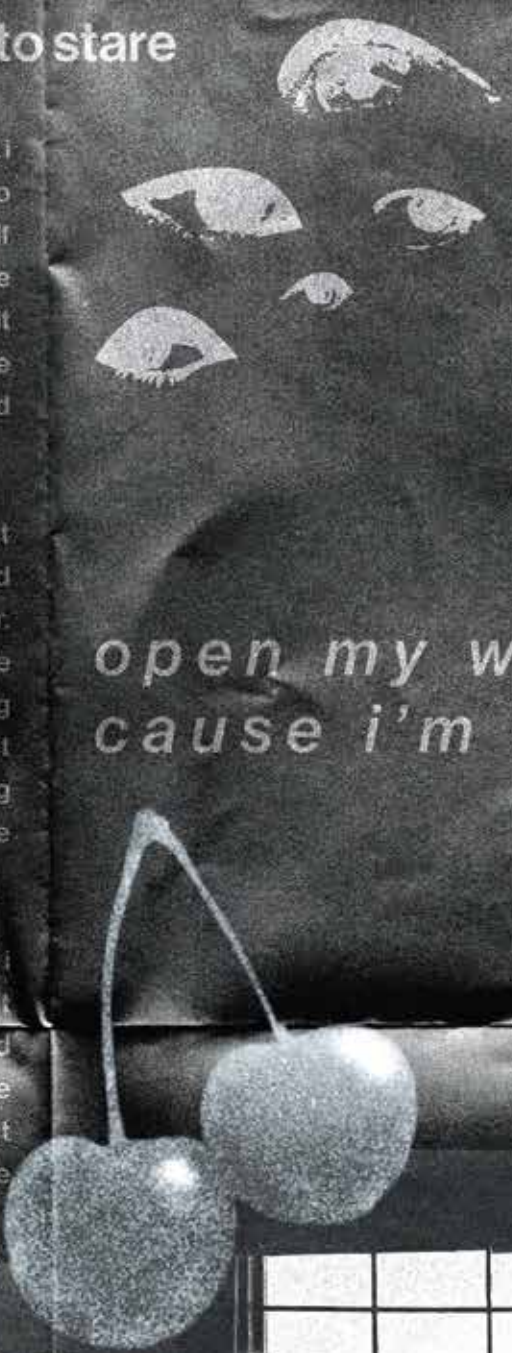
life ran *so slowly* don't stop to stare

reachin' out my hand for the pill. imaginary friends upon my hill. i grab my chest and gasp for air. life ran so slowly don't stop to stare. open my windows cause i'm so blind. hold onto yourself or just die. oh, oh in the back seat of our car. and with these drugs i don't think we're going far. cause we're making out and it feels so right. cause we're making out oh please don't hold me tight. we took our time as conscience moves. do i let the guard down? do i fall into you?

the projections can make false claims. i try to escape, but who's to blame. open my windows cause i'm so blind. hold onto yourself or just die. oh, oh in the back seat of our car. and with these drugs i don't think we're going far. cause we're making out and it feels so right. cause we're making out oh please don't hold me tight. oh, oh in the back seat of our car. and with these drugs i don't think we're going far. cause we're making out and it feels so right. cause we're making out oh please don't hold me tight.

oh, oh in the back seat of our car. and with these drugs i don't think we're going far. cause we're making out and it feels so right. cause we're making out oh please don't hold me tight. oh, oh in the back seat of our car. and with these drugs i don't think we're going far. cause we're making out and it feels so right. cause we're making out oh please don't hold me tight.

open my windows
cause i'm so blind



making out in the backseat of our car

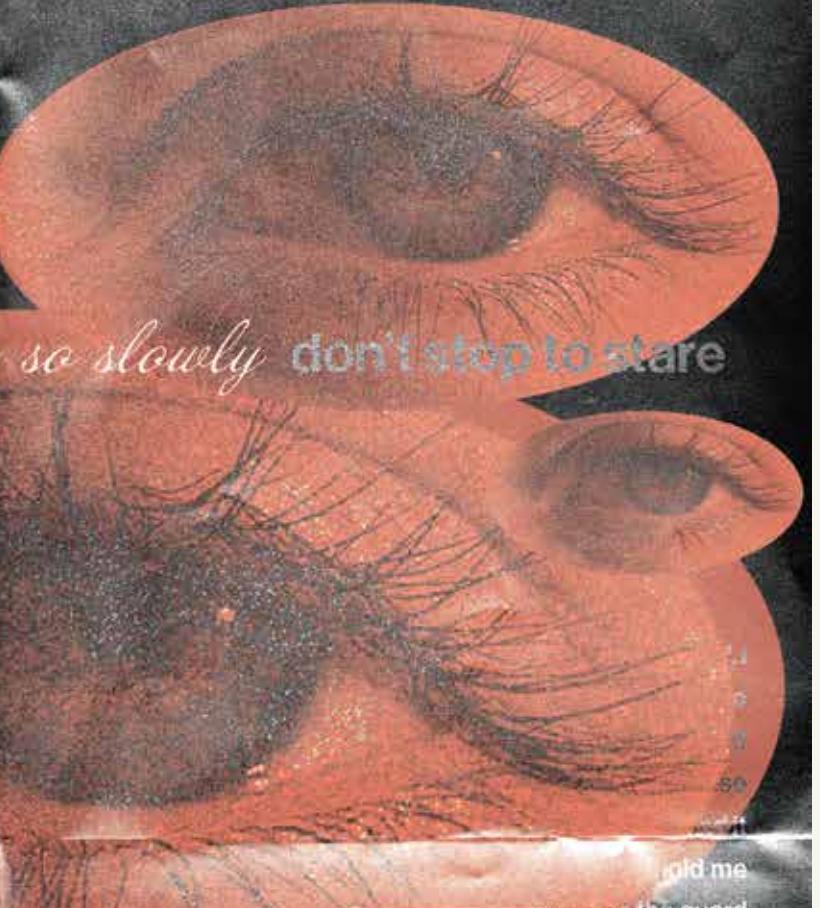
makeout reef

reachin' out my hand for the pill. imaginary friends upon my hill. i grab my chest and gasp for air. life ran so slowly don't stop to stare. open my windows cause i'm so blind. hold onto yourself or just die. oh, oh in the back seat of our car. and with these drugs i don't think we're going far. cause we're making out and it feels so right. cause we're making out oh please don't hold me tight. we took our time as conscience moves. do i let the guard down? do i fall into you?

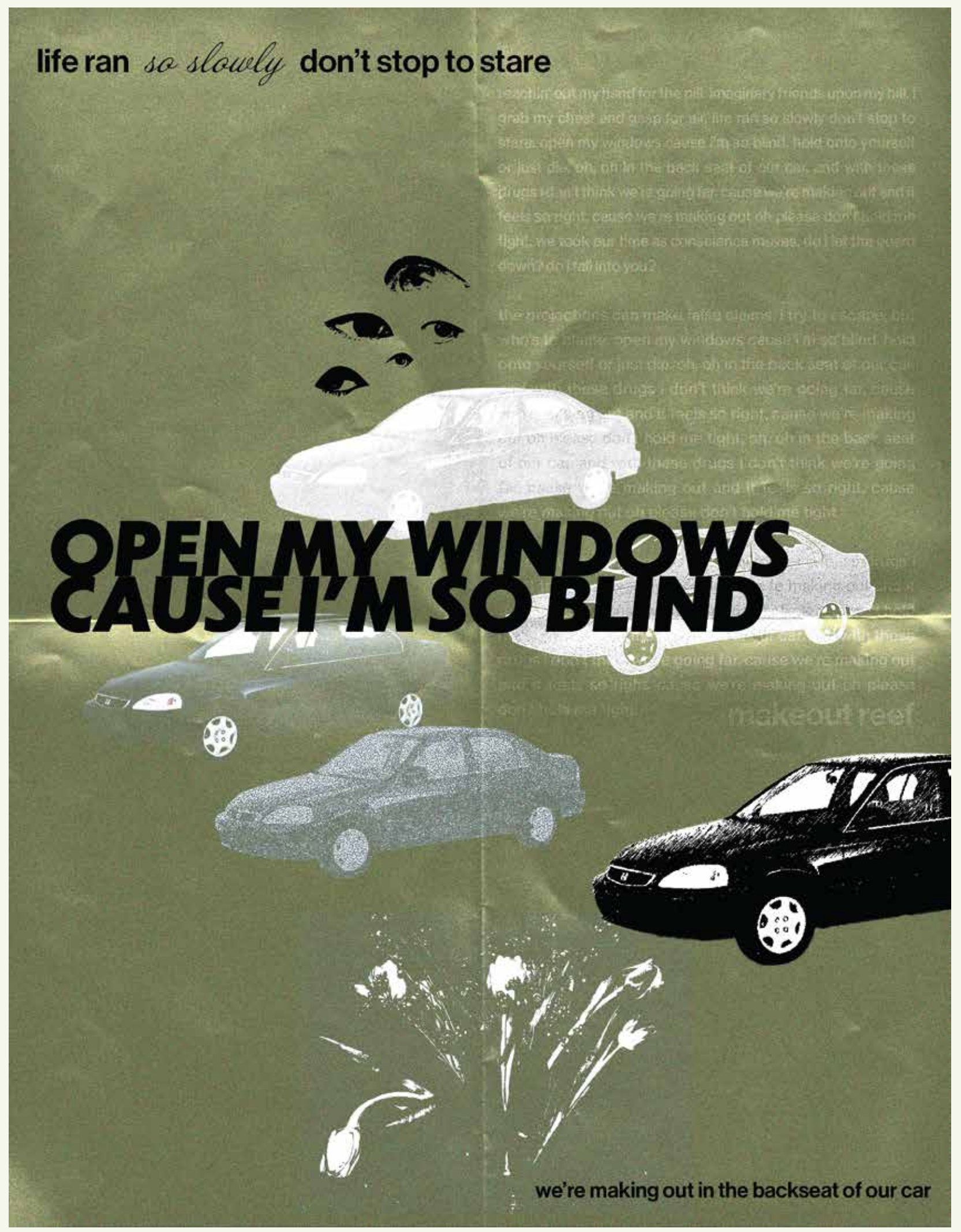
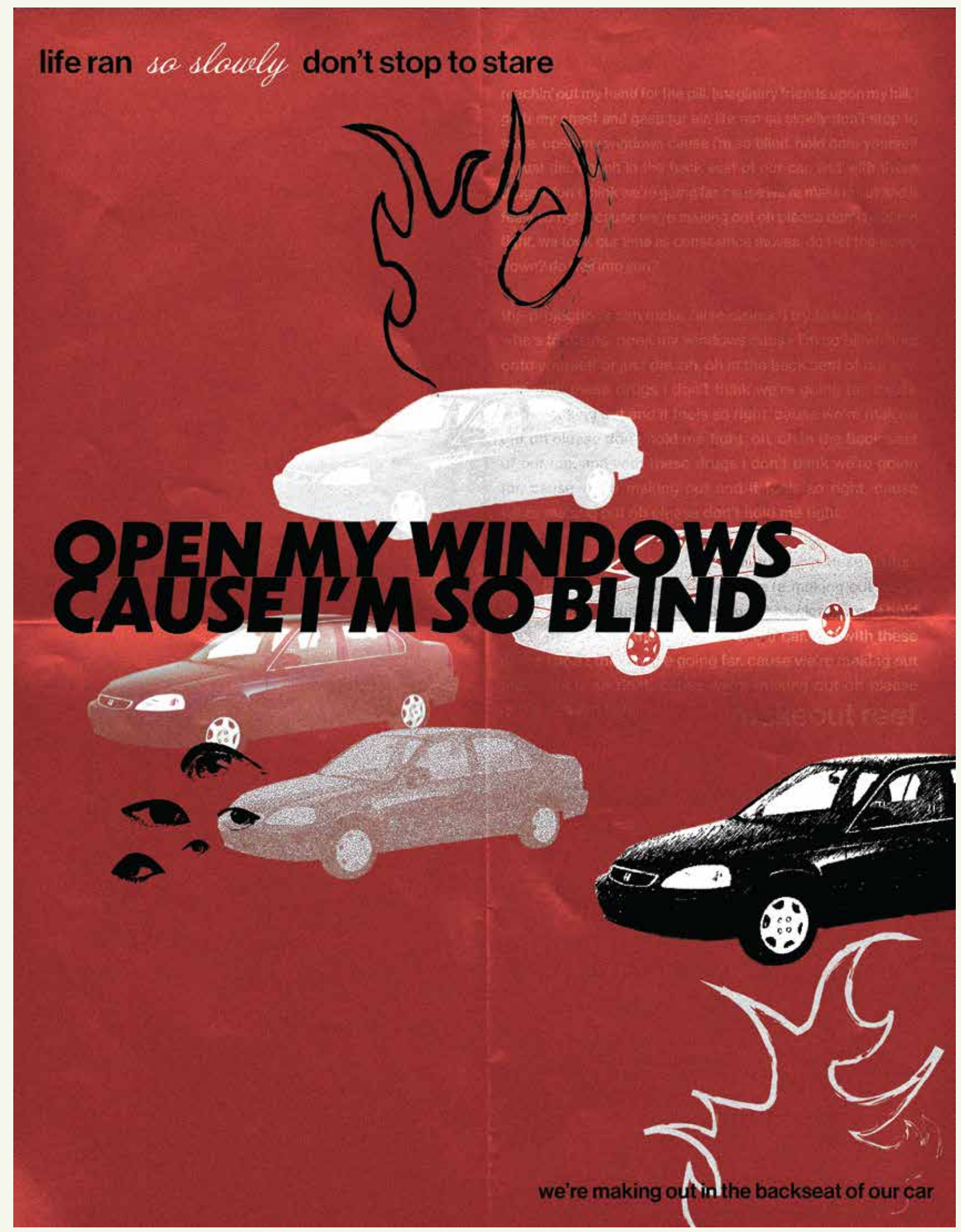
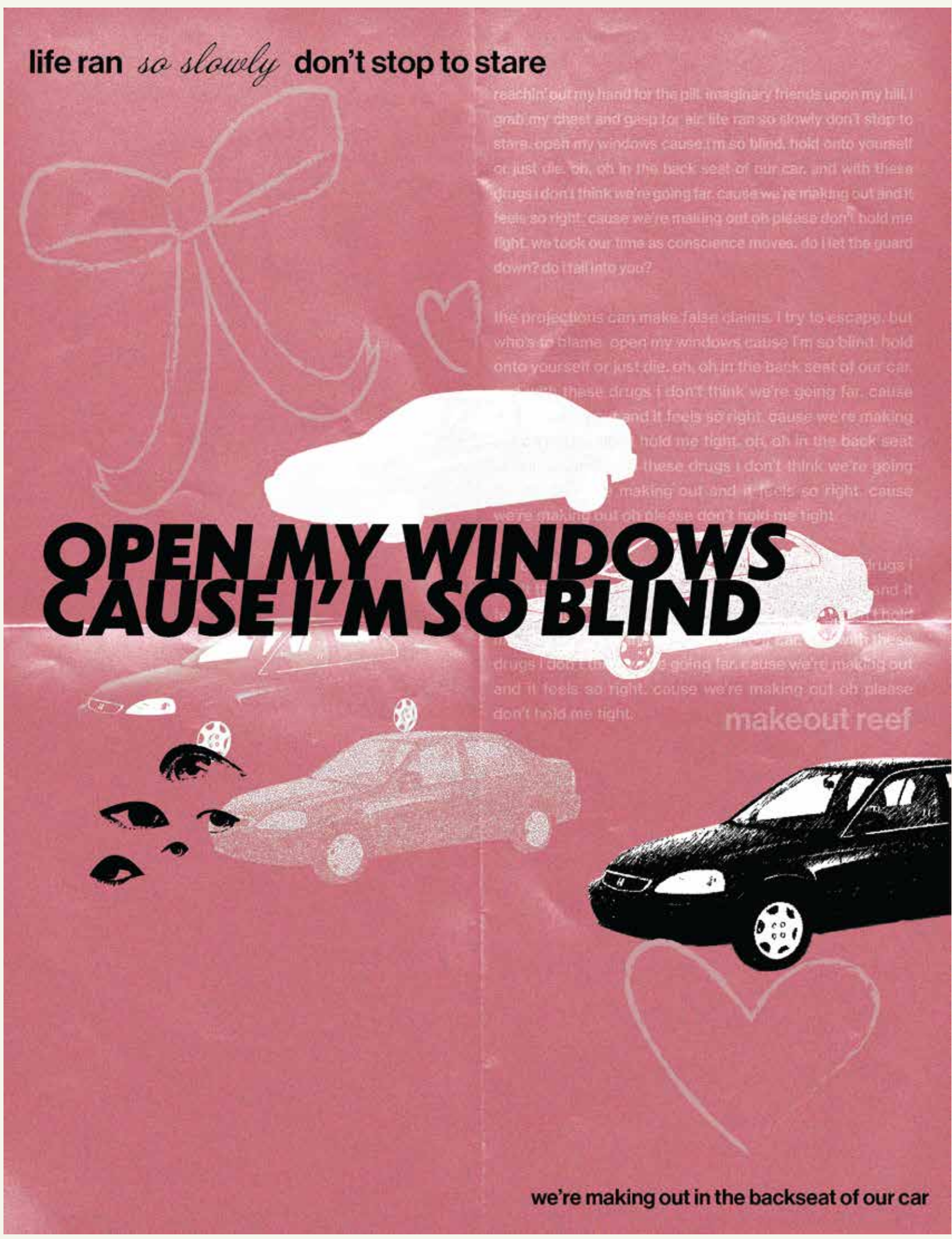
the projections can make false claims. i try to escape, but who's to blame. open my windows cause i'm so blind. hold onto yourself or just die. oh, oh in the back seat of our car. and with these drugs i don't think we're going far. cause we're making out and it feels so right. cause we're making out oh please don't hold me tight. oh, oh in the back seat of our car. and with these drugs i don't think we're going far. cause we're making out and it feels so right. cause we're making out oh please don't hold me tight.

oh, oh in the back seat of our car. and with these drugs i don't think we're going far. cause we're making out and it feels so right. cause we're making out oh please don't hold me tight. oh, oh in the back seat of our car. and with these drugs i don't think we're going far. cause we're making out and it feels so right. cause we're making out oh please don't hold me tight.

OPEN MY
WINDOWS
CAUSE I'M
SO BLIND



oh, oh in the back seat of our car. and with these drugs i don't think we're going far. cause we're making out and it feels so right. cause we're making out oh please don't hold me tight. oh, oh in the back seat of our car. and with these drugs i don't think we're going far. cause we're making out and it feels so right. cause we're making out oh please don't hold me tight.



more posters

corporate design + marketing

graphic design work

design of a 2'x 6' banner and flyers, including all copy

social media assets

selection and design of swag for potential candidates + clients

services

coordinated printing of all collateral

brand development for purpose of recocruiting employees, creating a clear company vision

event planning + coordination of career fair

social media management - creating content on instagram, facebook, and linkedin

management of job recruiting sites, creating job listings and doing preliminary screening of applicants



thank you!

CONTACT

chankatsimpson@gmail.com

209.712.9254

www.channingsimpson.com

**i'm looking forward to creating
some amazing work and building
our portfolios together.**

