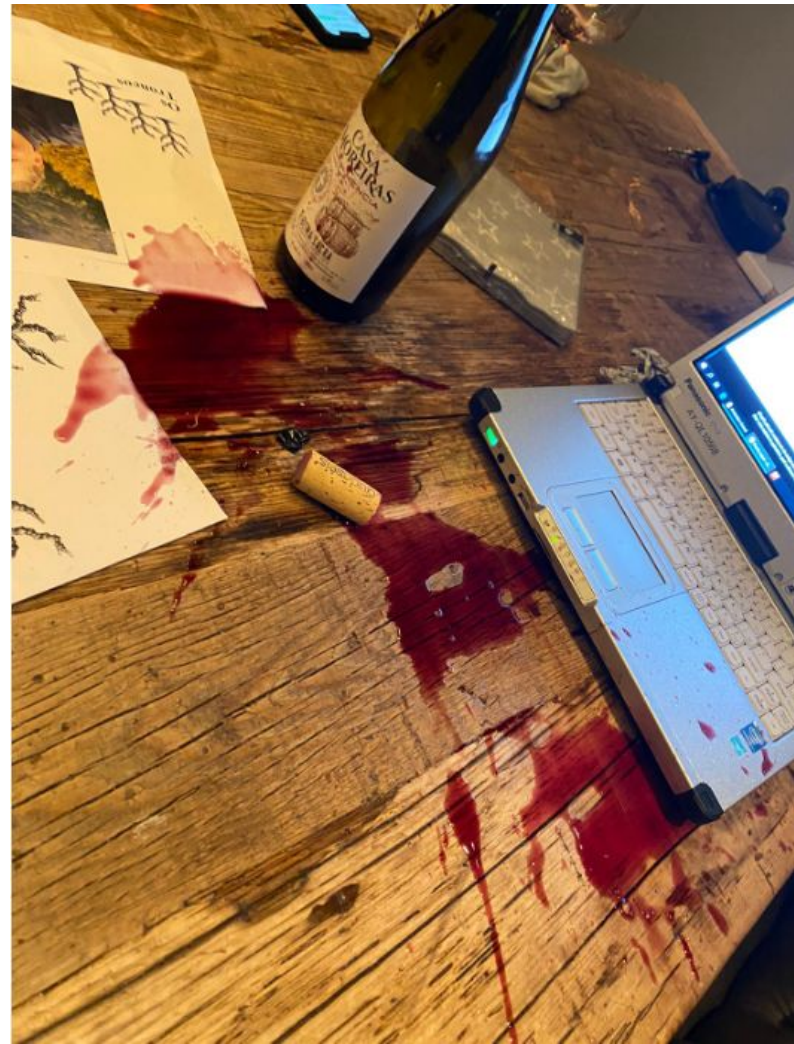


Briefing Brand Identity & Logo Design

Os Troncos

de Ribeira Sacra

Viticultural heroica | Viñedos e Viños



Content

Our request

Introducing Os troncos

- The friends
- From hobby to Mission
- Double meaning company name
- Business activities
- The brand values
- Tone of Voice

Appendix

- Ribeira Sacra DO
- Inspiration



1) Our question - Logo and corporate identity

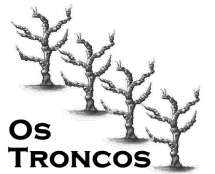
Develop a corporate identity for the Os troncos brand . The **branding** of a brand is the consciously chosen way of presentation to the outside. It concerns the symbolic part of the corporate identity. This includes name, caption (Spanish), logos (corporate, wine bottle, communication ect), color, typography and design language (grids / areas / curves / layout).

These elements are used consistently on products, in presentations on stationery, business cards, quotations , invoices, envelopes, the website, Social Media channels, emails, company clothing etc.

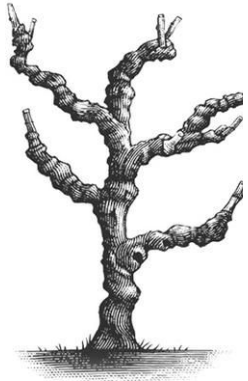
The criteria we use in the evaluation of the proposals are

- Distinctiveness compared to other wine brands (what can Os Troncos do alone?)
- What impact makes (brand power)
- Strengthens who we want to be, what we do and what we want to convey: Heroic, Ambitious and Connected
- Applicability; logo must be stand-alone as well as integrated functional and on different ways can be applied
- Progressive and timeless
- Tasteful
- Extensiveness and explanation of the use of corporate identity

2) Introducing The friends of Os Troncos



2) Introducing The friends of Os Troncos



Trevor Stark

Register shed
Nederlands Loodswezen
&
Vinoloog io



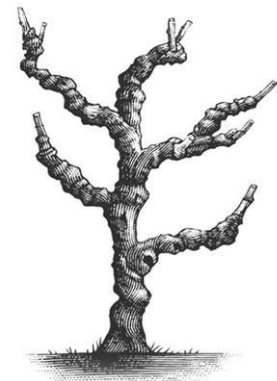
Warrick Stark

Portfolio Manager
Achmea Investment
Management



Rob Klein

Lawyer / Partner
Nysingh layers



Matthijs van Zanten

Marketing and Business
Manager
&
Catering specialist

2) Introducing

From hobby to mission

We are four friends, amateur wine connoisseurs and experienced bon vivants with a shared passion for Galicia; the breathtaking region of northwestern Spain. All four of us are captivated the beautiful green landscape, the high-quality kitchen without fuss, the modest people but also of the mythical wines from the best kept secret of Galicia; the wine region Ribeira Sacra DO.

Here they have been making wine for generations and for centuries, on the border of the impossible. Viticulture here is not for the faint of heart; it takes guts, spirited determination, unwieldy optimism, a feeling of tradition and willingness to work together.

It hurts us to see how this heroic tradition is in danger of being lost to the dramatic depopulation of this region, due to aging and depletion. We want to get our hands off roll up your sleeves and gladly help to end this depopulation and this rich tradition to maintain and promote Ribeira Sacra DO wines in the Netherlands. Therefore we invest in the preservation and maintenance of these heroic vineyards together with the locals make tough special wines and then make them with enthusiasm and proud to introduce to the Dutch wine lovers.

Os Troncos - The Friends of Ribeira Sacra DO



2) Introducing

Double meaning of company name
Official name and usage will be Spanish

Os Troncos

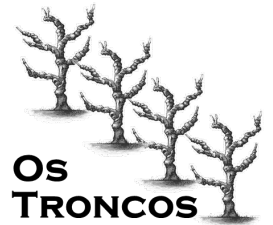
de Ribeira Sacra

Viticultural heroica | Viñedos e Viños

Formal meaning of **Os Troncos**

- Os Troncos: from old Galician and old Portuguese, from Latin truncus ("tribe").
- The main woody stem of a tree is distinguished from its branches and roots
- The trunk of a living tree that has been pruned a lot + Stem of a vine

Informal (slang) meaning of **Os Troncos** : Male friends only



The vine / stems The friends

from Ribeira Sacra

2) Introducing

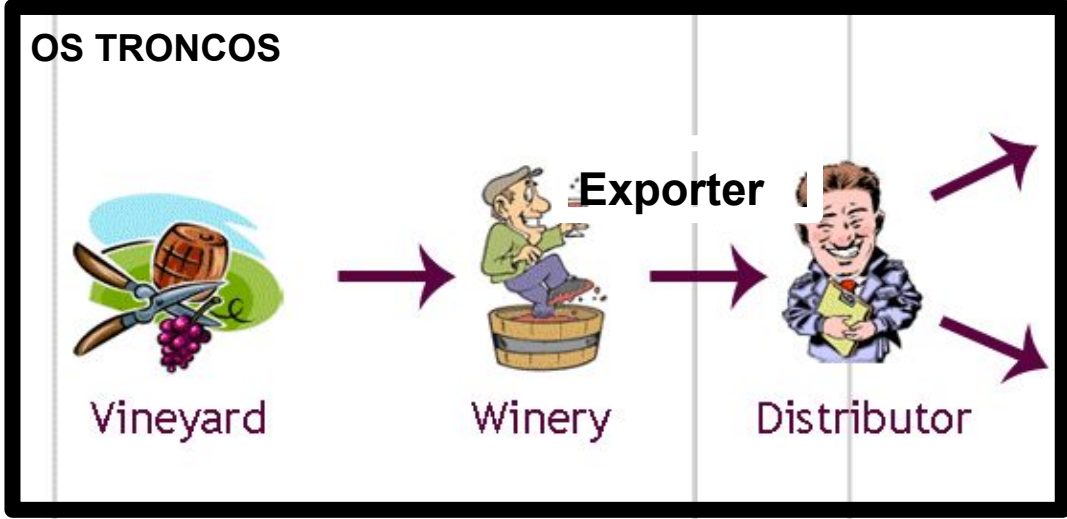
Business activities

Os Troncos de Ribeira Sacra Viticultural heroica | Viñedos e Viños

- Own and manage vineyards in Ribeira Sacra DO
 - Growing grapes
- Hiring and seconding a young local winegrower
- Production and bottling of own wine Os Troncos (outsourcing)
- Exporting Ribeira Sacra DO wines to the Netherlands
 - Os Troncos (priority)
 - Wines from third parties

OS Troncos Viños

- Developing a distinctive wine brand label
 - Structure of distribution and demand
- In-store and offline visibility & promotion
- Ecommerce and Online promotion & commendation
 - Brand awareness At the level of trade and consumers



Wine Industry

On Premise Customer



Off Premise Customer



Hospitality



Consumer



Retail

Wine Trade

Viñedos

Viños

**Viticultural
heroica**

2) Introducing Brand values

Heroic

Adventurous | Manly | Bold



Ambitious

Grand | Entrepreneurial | Driven

Connected

Loyal | Social | Together

2) Introducing Tone of voice

Optimistic

Hopeful Untamed | Convinced



Jovial

Informal | Matey | Playful

Clearly

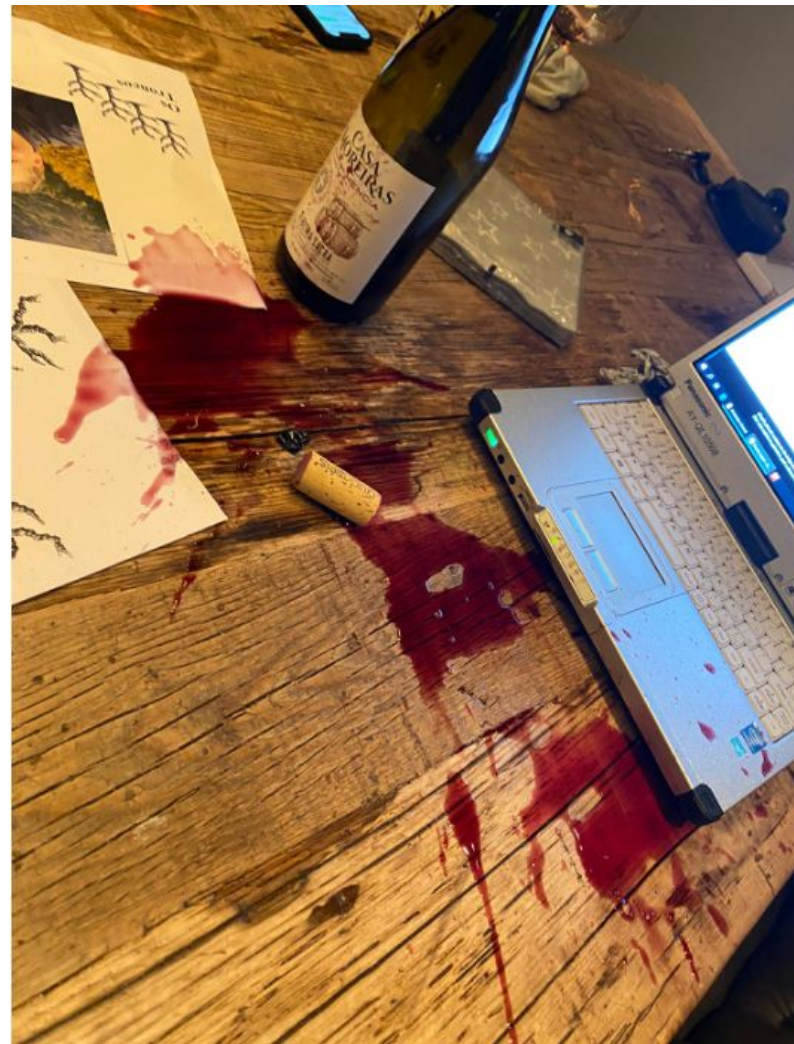
Thorough | Clear | Comprehensive

Appendix

Os Trancos

de Ribeira Sacra

Viticultural heroica | Viñedos e Viños



An aerial photograph of a river valley. The river flows through the center-right of the frame. The surrounding hills are covered in dense forest, with some trees showing autumn colors. In the distance, a dam is visible on the right side of the valley. The text 'RIBEIRA SACRA' is overlaid in a large, white, stylized font across the middle of the image.

RIBEIRA SACRA

Candidate for World Heritage

Ribeira Sacra DO [Holy River Bank]

Ribeira Sacra is a Spanish Denominación de Origen Protegida (DOP) for wines in the south of the province of Lugo and in the north of the province Ourense , in Galicia , Spain. It stretches across the areas of 17 different municipalities that form a zone and entity called *Ribeira Sacra* , which could be translated as " *Holy Riverbank* ". The vineyards are planted on the steep slopes of the valleys and canyons of [the rivers Miño and Sil](#). The area received official status in 1996 Denominación de Origen status.

The first name in Latin was Roboira Sacrata (Sacred Oak Grove), but made a bad translation in the 17th century by a monk, it turned into Ribeira Sacra (Sacred Riverside) to this day today. It is generally believed that grape cultivation and wine production by the old Romans were introduced to the area. It is said to be the legendary spiced Vinos the Amandi along with the lampreys from the river Miño were shipped to Rome at the table of the to be served emperor.



The area is divided into five sub-zones, each with one different microclimate, but generally all soils alluvially over a slate substrate. From north to south are the sub zones: *Chantada* and *Amandi* (in the municipality of Monforte de Lemos), *Ribeiras do Miño* (the largest subzone), *Ribeiras do Sil-Ourense* and finally *Quiroga-Bibei*.



Ribeira Sacra is believed to get its name to 18 monasteries and hermits houses built in the early Middle Ages were founded between the 8th and 12th centuries and which are in the inaccessible river valleys. It is were the monks who replant the vineyards before their own consumption & and for the pilgrims and the grape cultivation and wine-producing tradition down to the modern maintained time.

Extra information

3/27/20

UNESCO today confirmed that the candidacy of the Ribeira Sacra certainly one of the 24 nominations will are going to be in 2021 submitted to be a World Heritage Site



Ribeira Sacra DO



Ribeira Sacra is a Spanish Denominación de Origen Protegida for wines located in the south of the province of Lugo and in the north of the province of Ourense, in Galicia, Spain. [Wikipedia](#)

Size of planted vineyards: 12.41 km²

Year established: 1996

Number of wineries: 90

Wine produced: 35,787 hectolitres

Ribeira Sacra - Galicia's best kept secret

The Ribeira Sacra can be described as one of the best kept secrets in the interior of Galicia. This area consists of 21 municipalities in the south of the province of Lugo and the north of the Ourense province, linked by the Miño, Sil and Cabe rivers.

Wine is the hallmark of the Ribeira Sacra. The production of this drink, along with viticulture, increased introduced into this region by the Roman settlers more than 2,000 years ago. Later Christian names monks survive this activity and today winemaking remains the economic engine of the area.

The Ribeira Sacra designation of origin was created in 1997 and covers an area of more than 1,500 hectares vineyards, accounting for 5% of the total wine-producing country of Galicia. The Ribeira Sacra is divided into five wine-growing areas: Chantada, Ribeira do Miño (banks of the Miño), Amandi, Ribeira do Sil (banks of the Sil) and Quiroga Bibei. Godello, Albariño and Treixadura grape varieties are used to make white wine and the Mencía, Brecellao and Merenzao are used for red wines. They are mainly young wines, but there are also some old reds wines produced.

The Ribeira Sacra is a paradise waiting for wine lovers, who can make tours of wineries, wines taste and learn more about vinification techniques. Other options, such as the Monforte Wine Museum, or the Viñobus, also give us access to this world.

Ribeira Sacra - Heroic viticulture

The Ribeira Sacra is one of the most symbolic examples of what is known as heroic viticulture. This term refers to the conditions in the field, which are the cultivation and care of make vines particularly difficult and which force winegrowers and producers to create vertigo on the overcome slopes.

Spread of vineyards over terraces or slopes to maintain the slope of the terrain - those slopes of 100% can reach - creates a space where mechanization is impossible. With the exception of the odd track in some vineyards to transport crates, the hands, arms and legs do backs of winegrowers and wine producers all work here, and traversing vines requires real acrobatic skill. Heroic viticulture is most symbolically represented in the grape harvest period. Since 2011, the CERVIM (Center for Research, Environmental Sustainability and Promotion of Mountain Wine) has offered specific seal to define this type of viticulture, which can only be obtained by a few Spanish Designations of Origin used. One is Ribeira Sacra. With the establishment of the Ribeira Sacra designation of origin, the wine sector was professionalized here and the vineyards on terraces and restored in the local landscape. Winemaking is now a thriving, dynamic sector and one of the main motives of the Ribeira Sacra, both on an economic and a tourist level.

De Heroïsch wijnbouw



Enchanting beauty, mythical elegance & subtlety On the edge of the impossible, ropes for the people, hand-picked, hard to work. Men of iron and women of steel



Ribeira Sacra the appellation with the greatest challenge
with the most impressive vineyards in the world





Beulswerk

Inspiratie #1



A hiking trail runs on one of our vineyards are marked with white-yellow walking route posts

Inspiratie #2 - kleuren values

We know that color can be a very valuable asset because it has direct impact on behaviour.





Work clothing



Internet: website, Social Media,
webshop



Bottle and outer case

Application Logo



Trailer



Vineyard
signing



The wine of heroes

