



# Y+B WINES

## CASE STUDY

Spear collaborated with multi-award winning PR agency Maloney&Fox to re-brand this fast growing organic wine company.

Yellow+Blue = Green.  
The two interlocking circles represent: The elements sun, water and earth.  
Unified the letterforms become the Y+B mark.

We developed packaging that tells the Y+B story. A quality wine made by artisans and signed by the Founder & President. Wine descriptors and factoids wrap around the eco-friendly carton. The type grows up vertically to create visual impact.

Drink Well, Do Good

