

The Labels

Edgy, black and white wine labels have become synonymous with K Vintners & Charles Smith Wines. Easily distinguishable from distance, in a sea of other wines, the “K label” has been a packaging coup from the first day it was released. This success is the result of the collaborative efforts of Charles Smith, providing the concept and Rikke Korff taking the concept and making it a creative reality.

K Vintners

The key features of the K Vintners label include the very graphic stark black & white color language as well as the crafted and rough hand drawn letters that more often than not find their way off the edge of the label. The hand drawn and individually hand placed letters are not only used on the larger and more prominent logos, but they are used everywhere, down to the alcohol % and the government warning.

THE MAGNIFICENT WINE COMPANY

(Charles created this company in 2001 and then in 2006, he partnered with Precept Brands, based in Washington State . Charles still directs winemaking, while Precept conducts sales and marketing for the brand.) In terms packaging, the whole point was to create a brand that was the real deal, the purest version of a grape and was as direct in its language and message as possible. To NOT wrap everything up with a big bow, bright colors or language that has nothing to do with the grapes or the wine. Everything needed to be as honest, direct and pure as possible. At the same time the brand needed a very unique Identity, hence the significantly individual “7 magnificent bottles” logo, which you always find on the back label. Each grape has a distinct bottle shape with a distinct label shape and size, yet they are tightly linked like family through color, the raw execution of the letters & sketches & with the art always coming off the edge of the label. Last but not least the simplicity of the visuals represents the language and identity of the brand. They are attractive to the current generation’s way of communicating and are the essence of a wine language that most people can actually understand.

Charles Smith Wines: The Modernist Project

THE PACKAGE – found terms, such as ‘Kung Fu Girl,’ ‘Holy Cow,’ ‘Boom Boom,’ etc. Names you already know that will get your attention and that you are not likely to forget.

ARTWORK – Artwork that you would not expect – stylish, edgy, and modern.

Rikke Korff

The Label Designer and Friend

Rikke was raised in Denmark and exposed to simple and functional Danish aesthetic her whole life. Having extensive design training, she was headhunted out of design school during her last 6 months to begin a career at Levi Strauss & Co. where she became Design Director for the global premium lines before leaving to start her own design house.

Rikke has been friends with Charles for over 14 years now and when he was decided to start K Vintners, he asked Rikke to assist with all the visual aspects of the brand, from winery restoration and tasting room look to the logo and label ID and execution.

“My style of design has always been and is always rooted in the pure perspective of functionality, timelessness & simplicity. I blend that well with the guts & raw directness of rock n’ roll to create future icons and cult brands.” Rikke Korff