

Tahoe Moonshine Distillery Inc.

Brand Identity Guidelines & Development



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Shawn Harstad

CIS 197

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9/27/2010 - 12/20/2010

290 hours and counting

Special Thanks:

Mike Sinkula

Karen Kato

Ki Kopkau

Jeffrey VanHee

Carlita Bybee

The Client Survey

General Information

1. What is the name of your company and your current (or intended) URL?

- Tahoe Moonshine Distillery
- tahoemoonshine . com or
- tahoemoonshinedistillery . com
- Legal name: Tahoe Moonshine Distillery Inc.

2. Who are the primary contacts from your organization, and who has final approval on the project? Please list names, titles, email addresses, and phone numbers.

- Jeff VanHee - founder and owner
- cell: 530.416.0313

3. What is your intended launch date for the new site? Are there any outside considerations that might affect the schedule (for example, PR launch, trade show, annual report)?

- We are currently in the middle of building and putting together our distillery and offices. Schedules keep getting pushed back but ideally we launch site and have launch parties sometime at the end of the January

4. Do you have a specific budget range already established for this project? Can this project be divided into phases to accommodate budget and timing constraints?

- I do have budget established. It would be great if this could be split into phases for payment

5. Type of project and collateral needs:

- o Website X
- o Branding and Identity X
- o Logo X
- o Packaging X
- o Brochure

- o Biz Cards X
- o Catalog
- o Ads (ad campaign)
- o Large Banners X
- o SEO X
- o CMS X
- o Flyers
- o Other

6. Please list some websites and/or brands of competitors you Like and why.

- Rogue.com - online gear from there, shots glasses, hoodies, apparel, site is nice. Support surf contests, calender of events, sponsor events
- Hudson Valley Distillery - Nice family look and feel to it
- charbay.com like the products, the site is OK
- leopoldbros.com like the site but hope we can do better?
- haleakaladistillery.com simple, borderline cheesy?
- bardenay.com too much going on?

7. Please list some websites and/or brands of competitors you Don't Like and why.

- Fogs End Distillery - Website is super vague. Frustrated with getting the info.
- Fat Dog Spirits - No site because someone swiped it
- downslopedistilling.com - Don't like the site, like the products
- Balastpoint.com - Don't really like the sites operation? The beer you cant get any info on? Spirit section is simple but informative

8. If you already have creative direction please list here: Color scheme, tag lines, ideas, typefaces, logos, etc. that you would like to incorporate.

- I would like to somehow incorporate the Tahoe Rootsy vibe. We are proud of where we live and think and plan on having TMD being made 100% in 'Merica
- Give all products a certain character
- Back labels - picture/image subtle on back with text layed over it

Reasons for Website**1. What are your primary online business objectives with the site design? What are your secondary objectives? (Examples include increased sales, marketing/branding awareness, and fewer customer service calls.)****Please discuss both long- and short-term goals.**

- Primary online business objectives with website is to bring awareness to brand, educate sales reps and customers and create sales
- Secondary objectives would be to create brand loyalty by showcasing community and social involvement through all sorts of events. TMD believes it's important to be involved with the community and support people and events who are doing GOOD
- Long-term goals would be having a site with a solid look and feel and being able to update content easily when needed
- Short-term goals would be to create an identity and website that speaks to my demographic

2. Do you foresee any difficulties with your brand and product that the website could help with? How do you hope to solve this with the website? How will you measure the success of the solution?

- Being a Distillery offering more than one product is not very common How to market and portray the brand is tricky in terms of combining brand and product in this industry. When companies do have more than one product they usually create a whole new look and feel for each product
- The challenge is creating a series of products that have a similar look and feel but can stand alone
- The website can help with this by showcasing the products together on the home page and main product page (Spirits pg). Presenting it as a series or family of products under Tahoe Moonshine Distilleries

3. What existing strategy (both on- and offline) is in place to meet the new business objectives? Audience/Desired Action

- Working closely with sales reps and distributors and getting their feedback will be very valuable. They are familiar with my competitors, customers and market. The site will hopefully be a practical and useful tool for them. With their suggestions being applied to the website they will more likely refer to it and use it

- By living the same lifestyle that our target demographic of outdoors enthusiast who enjoy life through their passions and social activities makes it easy for us to tap into that market. Through our website customers will know we are AUTHENTIC. We have many close friends who are closely involved in the Action Sport Industry as well as the community
- Giving back to the community is something TMD is looking forward to and already has the means to do out the gate

4. Describe a typical site visitor. How often are they online, and what do they generally use the web for? Give basic demographics: age, occupation, income level, purchasing habits. (Use as much detail as possible in profiling your target user. Profile more than one type if appropriate.)

- A typical site visitor would be a store Buyer or a potential customer who is interested in Spirits
- Sales reps will also be using this as a resource/tool to help sell the product to a Buyer

5. What is the primary "action" the site visitor should take when coming to your site (make a purchase, become a member, search for information)?

- The primary action a visitor should get from this site is product and company knowledge
- Secondly looking up information for events

6. What are the key reasons why the target audience chooses your company's products and/or services (cost, service, value)?

- They are interested in quality spirits by a company they can stand behind. A brand that speaks to them not their grandpa or a millionaire

7. How many people (as far as you can tell) access your site on a daily, weekly, or monthly basis? How do you measure usage? Do you forecast usage to increase after the site launch and by how much?

- We don't currently have a site but utilize Google Analytics

Perception

1. Use a few adjectives to describe how your site visitor should perceive the new site. (Examples include prestigious, friendly, corporate, fun, innovative, and cutting edge.) Is this different than the current image perception?

- Classy and Professional yet Fresh and Forward Thinking
- Informative and compelling
- The balance between what's common place in the market and a fresh, forward thinking, and clean approach will probably be tricky.
- It would be ideal if all the products and collateral felt like they all came from the same brand. Being a Small Craft Distillery with multiple products is very unique in this market. So it's important that each product we make can stand on it's own but clearly comes from one brand/company. How's that for a challenge!?

2. How is your company currently perceived offline? Do you want to carry the same kind of message through your website?

- We are just starting out and don't have products on shelves yet but have been making Spirits for a few years and friends and family are loving it. If we can get the customers to give it a try, it's game over

3. How does your company differentiate itself from competitors? Do you think your current audience differentiates you from your competition?

- We will differentiate ourselves by marketing to those we feel are not currently being marketed to
- Currently the shelves are filled with products that have a long history and have not been updated in years or even decades. They market to our dads and grand dads
- We will strive to speak to the early to mid thirties and up who don't relate to the majority of brands out there

Content

1. Will this site use existing content from the current site? If so, what is the source, who is responsible for approval, and has the content been audited? If not, will you be creating content in-house or using an outside provider?

- We do not have a current site and will be creating content in-house

2. What is the basic structure of the content, and how is it organized? Is it a complete overhaul of the current site or an expansion?

- The main sections of the site thus far could be Spirits, New/Blog, Process, Availability and Shop
- Also, the usual links of About, Contact, etc
- We are also interested in having private area for the Reps that is password secure

3. Describe visual elements or content that should be utilized from your current site or marketing materials (logo, color scheme, navigation, naming conventions, etc.)

- The the look and feel you come up with for the logo and labels should tie in to the feel of the website

4. How will the content of this site (along with functionality and navigation) expand or differ from your current site? Do you have an existing sitemap for the outgoing site structure? Do you already have a sitemap or outline for the proposed redesign?

- We do not have existing material to work from. You will hopefully do this all

Technology

1. What is your target platform and browser? Whom can we talk to in your organization to help respond to technical issues?

- PC: Internet Explorer 6, 7, and 8. Firefox 3 and Safari 5
- You are our technical person

2. Are there specific technologies (Flash, JavaScript, DHTML, etc.) that you would like to use in the site? If so, how will they enhance the user experience? Please describe in detail.

- Having an animated banner on the home pages and other product pages could make it more dynamic and interesting as well as educating the user
- Having a contact form and calendar of events that is easily updatable would be preferred

3. Will you have database functionality (dynamic content generation, personalization/login)? Do you already have a database in place? Please describe it in detail, including specific information regarding existing programs and software.

- We would like a password protected section for the sales reps. We do not have anything in regards of this yet

4. Will you have a need for secured transactions (e-commerce)? Do you already offer transactions online? Please describe in detail.

- We would like to sell merchandise and apparel online

5. Will you require other specific programming needs (such as personalization or search capability)? Please describe in detail.

- We will not need search capability

Marketing/Updating

1. How do most people find out about your current website? What kind of triggers prompt a visit (referral links, incentives, search engine terms)?

- We will start out with referrals from sales reps to Buyers and hopefully continue from there
- Links from food and restaurant websites throughout California and Nevada

2. Briefly, what are your short-term marketing plans (specifically, for the site redesign and the 6 to 12 months following launch)?

- We plan on starting out locally with outlets such as Mt. News Ad, Tahoe News Tribune, and other local media outlets
- Divided Sky in South Lake Tahoe and a North Lake Tahoe Bar will host launching events. We will invite media and Industry folks from both food and beverage and action sport industries
- We will also Take part in other Lake Tahoe events on and off the hill
- Any big social events with consumption of liquor in the Tahoe area we will be looking into

3. Do you have an existing or planned marketing strategy in mind to promote this site redesign? If so, please describe.

- We will be looking into getting any food and beverage industry website linking back to us. Especially in the Tahoe and Central California area
- Creating a Facebook page and looking into paying for a Facebook ad that advertises in the Central California area

4. Do you intend to keep the site updated? If so, how often? Who is responsible for updating and providing content?

- Yes, We will need to update the site whenever there is a new product launch and announcements to the blog
- We will also be updating the events calendar as well as the blog using Wordpress
- All updates will be done using Wordpress
- Unsure of who will be updating the site. Maybe the Designer or the designer can teach the owners how to do it

Expanded Tech-Check

These questions will help determine larger-scale technology issues that may include high-level programming and backend development needs. This is used initially as a checkpoint at a very basic level to identify client expectations. When you are finished, email all compiled information back to the project manager on the web development team. General Information

1. Please identify whether you currently use any of the following features on your site. Describe in as much detail as possible. (Check all that apply and describe briefly below.)

- | | |
|---|---|
| <input type="checkbox"/> Search engine | X |
| <input type="checkbox"/> Personalization (login/cookie set) | |
| <input type="checkbox"/> Security features | |
| <input type="checkbox"/> Survey/voting tools | |
| <input type="checkbox"/> Email newsletter distribution | X |
| <input type="checkbox"/> Shopping cart | X |
| <input type="checkbox"/> Discussion board/bulletin board | X |
| <input type="checkbox"/> News/press release area | X |
| <input type="checkbox"/> Other | |

2. Please identify whether you currently use any of the following features on your site. Describe in as much detail as possible. (Check all that apply and describe briefly below.)

- We would like a animation/slide show of products and the Distillery in the banner area
- Goggle Calendar

3. Are there or will there be any e-commerce transactions on the site (secure transactions, interface with inventory database, and fulfillment)?

- Yes. Not sure about the database
- Could use a Wordpress link or link to another e-commerce service.

4. Is there or will there be login, registration, and/or personalization incorporated?

- A login area for the sales reps
- A registration for purchases

5. Do you currently or will you in the future use a content management system (useful, for example, in the management of e-commerce inventory or text-publishing databases) to dynamically update and deploy content?

- Yes. To update content as well as an e-commerce plug-in

6. Does the site need to integrate with any preexisting database system? If so, what kind of database is currently being used (FileMaker, Access, Oracle, SQL)?

- No

7. Will you be using any scripts or code that have already been established? Are they server-side or client-side (if known)?

- No

8. Please list names and contact information for the current tech lead and any third-party vendors/providers that we may need to talk with to gather additional details.

- None

Site Objective

Being sure that everyone's strategic ideas line up is key. The first part of defining our strategy is examining our own Site Objectives for the site.

Describe your possible site objectives in detail including but not limited to:

1. Brand Identity: a set of conceptual association or emotion reactions that in the mind of your users is an overall impression about your organization that they formulate as they use your site.

- Authentic and Real
- Professional
- Sense of tradition yet relate to user in terms of modern times
- Community
- Unique

2 Business Goals: strategic objectives that are intended to make or save the company money

- Creating a site that is very practical and useful to the sales reps and distributors that will not only save TMD resources due to spending time with them over the phone or email but also make their lives and jobs easier.
- Having a section just for the sales reps for downloading the latest collateral and sales/product sheets would be very useful for them
- Using google docs will make this section very powerful
- Having a website will educate and create brand loyalty which in turn will create sales
- Sponsoring and creating events will promote the brand which in turn will create sales
- Selling apparel, glassware and other products on-line will not only make money (hopefully) but in turn will promote brand awareness

3. Success Metrics: concrete indicators of how effectively the user experience is meeting strategic objectives and goals:

- visits per month (google analytics)
- time per visit
- conversion to membership (email newsletters)
- increase of revenue, etc.

Brand Identity:

Tahoe Moonshine Distillery will strive to present itself in a very professional, authentic light. Knowing we are in a unique position in the industry in terms of bringing multiple product lines to the market we want to be perceived as innovative and unique but still adhere somewhat to the roots of the industry. Much of what's out there is very sophisticated, ultra conservative, ultra luxury, uber minimalist, ultra classic, and feels are all being used and abused. We want to stay away from being too much of any of those. The one theme that does speaks to TMD the most is the vintage medicinal look but with a modern contemporary twist to it. By bringing that classic look and feel we'll create a sense of authenticity and history and by modernizing it with a clean simple design we will create the sophistication and professional vibe to the brand.

We want to be perceived as a brand that understands the customer and one they can trust with a superb product.

Business Goals:

The Tahoe Moonshine website will be designed to be a practical tool for the sales reps and a simple resource for the customer to learn more about the products and company. Customers will be able to efficiently browse products and buy merchandise. They will also be able to locate dealers, see events and community work, contact directly, learn more about the TMD's process and TMD itself.

Success Metrics:

The most obvious success metric will be web traffic and amount of on-line sales of merchandise. Eventually being able to sale brandy on-line will be great indicator of web success. Legality of being able to sale brandy on-line is still in the works. Other success metrics will include the subscription to their on-line newsletter, Facebook activity and other social networks, number of dealer locator searches, decrease calls of the sales center and increase in overall page hits.

User Profile



We need to understand that we are not designing this website for ourselves – we are designing for other people. By creating a User Profile of a typical user that may come to our site we will begin to understand what our potential users want and need out of our website.

Curtis B: “I’ll take a vodka, splash soda with a lime...Make it a double.”

Profile: Curtis is 38 and didn’t finish college but opted out to live in a ski town and do what makes him happiest which is snowboarding in the winter and rock climbing in the summer. He’s got a long term girlfriend and a big husky named Kunta. He’s a skilled finish worker/carpenter and makes \$50k a year due to the extensive time off for traveling and enjoying the outdoors. He grew up skating, which led to snowboarding and surfing which then led to rock climbing; all of which led to traveling to related destinations all over the world. As the years of abuse take their toll on his body, the finer things in life are more of a priority. **A healthy meal, stiff drink with an epic sunset become more enjoyable.**

He’s a forward thinker due to the alternative life styles, places he’s been/lived,

the time spent in mother nature and the like minded people that congregate around those things. He also makes an effort to live **socially and environmentally conscious.**

Internet Usage: Curtis is an occasional web user and is now spending more and more time on-line. Facebook, Gmail, **Kyak.com, mapquest, sporting equipment auction sites, weather reports** and other useful resources on-line are emerging for Curtis. He’s bought a few things on-line and found the experience kind of difficult but it’s getting much easier.

He also has a few buddies that are very web savvy due to their line of work. They help Curtis out time to time with the computer world, A few of those buddies went to college but now look to Curtis for the authentic lifestyle he lives.

His Philosophy: Unlike many people, Curtis is not normally attracted to large corporation products but knows he can’t avoid it at times. He would rather wait for the bugs to get worked out and prices to drop. He’s very practical with his decisions and the company he surrounds himself with. A seeker of the simple and finer things in life.

Curtis is a conscious carnivore and willing to pay for it. As he gets older he realizes he needs to focus more and more on his health which means staying away from beer which is very high in calories. Gone are the days of partying and heavy beer drinking on a weekly basis. When he’s out with buddies they mostly enjoy some stiff drink rather than pitchers of beer. Being careful with the calorie intake is more important these days. Enjoying a drink after a big day of riding or a hard day of work is becoming more common place.

Like many of us, he has been disappointed by the trendy/generic advertising, and can **easily sniff out generic brands.** Supporting brands that are authentic and/or community involved is important to Curtis. Mindful of brands/products that show real people doing real things in real places...

To him it seems common that most websites are hard to navigate and decipher. Curtis is more **attracted to the “simple and clean”** website that is easy to figure out and has the necessary information, applications and features that make the experience worthwhile. So when he does find one with the above attributes, it gives him confidence in the brand/product which in turn leads to brand loyalty.

Additional Users



Name

Jerry

Bryan

Ethan

Job Title

Welder/Metal Worker

Sr. UX Designer

Business Owner/Contractor

Demographic

Vocational College Graduate
Long term girlfriend
\$50,000 - 65,000
40-50 age range

College Graduate BA
Single
\$60,000 - 75,000
30-40 age range

Some College
Married, 4yr boy,
\$70,000 - 80,000
35-45 age range

Psychographics
Taskographics
Sellographics

Jerry and his girlfriend, Michelle, often host dinner for friends at their home. The dinners eventually turn into lively discussions on everything from politics to the local music scene. The couple is very into **gourmet food and beverages**, and love to impress their guests with their combined culinary efforts.

Jerry still enjoys his favorite boyhood activities such as skateboarding, snowboarding and hiking. He also has been known to entertain friends by **playing guitar around the campfire**. Due to his age and hobbies he is becoming more conscious about his health and fitness. Fine foods and liquors have replaced most of the beer and processed foods in the couple's diet.

Bryan is an avid traveler and is currently working to obtain his pilot's license. He **enjoys the city life**, appreciating the abundant live music, art shows and fine restaurants that they offer. He and his friends regularly meet up for after-work drinks. He also has an **active outdoor lifestyle** that includes snowboarding, fishing, and boating/sailing among other things. He works hard at his job and likes to take full advantage of his free time doing the activities he loves.

Bryan's **gift of choice for any friend is a bottle of well-crafted liquor**. He will typically bring two bottles: one to share at the gathering and one for the host to keep and enjoy another time.

Ethan's busy schedule being a husband, father, and business owner make him really appreciate his free time.

He and his wife enjoy hosting barbecues for their friends and family. Ethan's wife, Stephanie, is an avid gardener and she is very involved in sustainable, **eco-friendly farming in their community**. Due to her eco-conscious consumerism the family's **healthy diet comes about naturally**. Ethan believes in fine quality over quantity. He would much rather enjoy one or two good drinks and simple healthy snacks rather than large quantities of beer and food.

Project Proposal

July 7, 2009

Tahoe Moonshine Distillery

Attn: Jeffrey VanHee

PO Box 1201 South Lake Tahoe, CA 95022

Phone - 530.416.0313

A) Project Description

Ki Kopkau Photography & Design, the Vendor, has been asked by Jeffrey Van-Hee, Owner of Tahoe Moonshine Distillery Inc, the Client, to design the brand identity and website for Tahoe Moonshine Distillery Inc. Said Project is intended to create awareness to the active life-style mid-thirties and up demographic by presenting to the world a forward thinking image to a market that has very conservative history.

B) Content Requirements

Said Project will be produced by the Vendor with the following content requirements:

1. Brand Imaging: Said Project will incorporate the brand logo and brand specifications as created by the Vendor.
2. Photographic Images: Photos for said Project will be supplied to and/or will be chosen by the Vendor. The Client will be responsible for approval and licensing of each photograph.
3. Written Copy: Written content will be supplied to the Vendor by the Client to be used in said Project.

C) Technology Requirements

Said Project will be produced by the Vendor with the following technology requirements:

1. Markup Code: Markup code for said Project will be written in valid XHTML 1.0 Strict as to control the structure of website components, including: navigational elements, photos and text. Said markup code will adhere to standards as set forth by the W3C and shall validate against the W3C markup validation service.
2. Presentation Code: Presentation code for said Project will be written with Cascading Style Sheets as to control the design and layout of the website components. Including: navigational elements, photos and text. Said Presentation code will adhere to standards as set forth by the W3C and shall validate against the W3C CSS validation service.

3. Client-Side Scripting: Client-Side scripting code for said Project will be written in Javascript as to control item applications, such as: roll-over images, sliding menus, scrolling text, slideshows, etc.
4. Server-Side Scripting: Server-Side scripting code for said Project will be written in PHP as to control elements that interact with the server, including: data forms and include components.

D) Project Phases

Said Project will be produced by the Vendor as described in the following phases:

1. Discovery: The Vendor will meet with the Client to clarify objectives, identify preferences, uncover potential marketing and business solutions, discuss goals, and analyze overall needs for said Project.
2. Content Audit: The Vendor will conduct a content audit to assess how present and potential written and visual content will satisfy user needs assessed during the Discovery Phase of said Project.
3. Information Architecture: The Vendor will create an information architecture based on the analyzing of data collected during the Content Audit Phase of said Project for the Client's review, approval and sign off.
4. Content Design: The Vendor will create a (schematic) content design study for all in-scope pages that will satisfy user needs and that will adhere to the information architecture of said Project for the Client's review, approval and sign off.
5. Visual Design: The Vendor will create a visual design study consisting of at least two initial visual design concepts that incorporate the Client's logo and brand specifications into the Content Design of said Project for the Client's review, approval and sign off.
6. Production: The Vendor will be responsible for producing said Project with the content and technology requirements in the manner as stated above for all in-scope pages of said Project for the Client's review, approval and sign off.
7. Testing: The Vendor will be responsible for developing the website and content management system with the requirements in the manner as stated above for the Client's review, approval and sign off.
8. Launch: The Vendor will be responsible for launching said Project to the Client's server space.
9. Style Guides: The Vendor will be responsible for producing style guides for all in-scope pages of said Project for the Client's review, approval and sign off.
10. Website Launch: The Vendor will be responsible for launching said Proj-

ect to the Client’s server space.

11. Training: The Vendor will be responsible for training the Client to use the content management system of said Project for the Client’s approval and sign off.

E) Rights of Usage

The Client will adhere to rights of usage for said Project described as follows:

1. The Client is granted usage rights of said Code as produced by the Vendor to be used via the World Wide Web.
2. The Client is granted usage rights of said Artwork as produced by the Vendor to be used via the World Wide Web.

F) Project Terms

The Client, will adhere to terms for said Project described as follows:

1. Said Project is produced Pro Bono by the Seattle Central Community College Advanced Web Design Class (Web 210).
2. Any other vendor fees such as domain registration, ISP, etc. are to be negotiated and billed by the respected vendors and are not the responsibility of Seattle Central Community College or students therein.

G) Project Approval

1. Upon reading the above stated Project Proposal, please respond with an e-mail acknowledging your acceptance of the terms and conditions within.

Proposed by:
 shawn harstad - shawnharstad@gmail.com
 kikopkau - kikopkau@gmail.com

Development Schedule

- Research:** Client Surveys, Competitor Analysis, User Profiles
- Concept Development:** Site Structure, User Interface, Brand & Identity Analysis
- Brand Development:** Brand & Identity Discovery, Creative Brief
- Label Development:** Layout Discovery & Conception
- Website Development:** HTML Development, CSS, WordPress Implementing
- Refinement:** Site Testing & Internal Launch with user generated feedback.

September-10	October-10	November-10	December-10
Research			
	Concept Development		
	Brand Development		
		Label Development	
	Website Development		
			Refinement
			Launch Before Holidays

Logo Development: Thumbnails & Sketches

After toiling over the brief and research the conceptualizing can begin.

Thumbnails & Sketches

This is where the creativity comes into play and allows my ideas to run wild. Knowing the word Tahoe has very strong value, representing that association is crucial.



Sketch Refinements

The challenge was holding on to the rich history of small batch hand-crafted spirits, yet differing from competitors and setting a benchmark. This meant hand custom drawing the text with where the old world meets the new.



Logo Development:

After I had the general concept I experimented with the idea in Adobe Illustrator and researched different layouts, fonts, colors, icons, etc.

Typefaces

One of the first things I did was experiment with type faces and layout.



Layout

There were many elements to take into account considering this has to stand out on the heavily stocked dimly lit shelves of bars.



Concept Development

In this case, unlike most, I had to take the Bottle Label application and layout into account. Anywhere you will see this brand, there will be a product (bottle) attached.



One-color black on

After more experimenting and fine tuning the final was chosen for its legibility, dynamicness and flow with the bottle label.



Black & White

The logo was originally conceptualized in b/w to ensure adaptability for use over a variety of media.



Logo Development: Usage, Palette, & Final

Special usage will occur when printing on colored surfaces, plastic, glass, metal, fabric, or other materials used for merchandise or signage. Please note, that the b/w versions should never appear on a website and should never be reproduced in any other color than show here.

Color Palette

To ensure the integrity of the Tahoe Moonshine landmark, do not reduce its width to less than 1.25" for print or special usage, and 90 pixels or 1.75" for screen applications.

Screen
130 pixels or
1.75" wide



Print
1.25" wide







Color Palette

Note: All colorways use 100% Black. Colored versions all use same beige.



MAIN Colorway

Palette is to be predominantly used.

	PMS 7502 C:13 M:14 Y:63 K:2 R:2034 G:186 B:98
	PMS 7499 C:3 M:5 Y:25 K:8 R:219 G:211 B:167
	PMS 855 C:18 M:100 Y:100 K:43 R:85 G:10 B:18
	PMS 1795 C:18 M:86 Y:100 K:0 R:169 G:49 B:33



ALTERNATIVE Colorways:

Absinthe Colorway

	PMS 5473 C:89 M:41 Y:45 K:23 R:11 G:73 B:78
	PMS 5503 C:0 M:85 Y:89 K:0 R:75 G:176 B:158



*Refer above to actual beige text color

Hemp Vodka Colorway

	PMS 575 C:73 M:11 Y:97 K:56 R:22 G:66 B:28
	PMS 377 C:27 M:0 Y:100 K:0 R:71 G:165 B:53

*Refer above to actual beige text color

Special Usage Colorway

	PMS black C:50 M:50 Y:50 K:100 R:15 G:15 B:15
	PMS white C:0 M:0 Y:0 K:0 R:255 G:255 B:255

*Refer above to actual beige text color

Final Logo

It's very important to consistently use these colors in all marketing collateral.



Final Alternative Colorway Logos

Only to be used in special cases.



Label Development: Thumbnails to Final

The label design had to carry that tradition and quality and still be unique and forward thinking.

Layout Thumbnails

Once the Logo was finalized (with the bottle label in mind) I then could let those creative juices run wild again.



Computer Generation

The primary color usage of red and beige suited the brief better in terms of giving it the luxurious and premium quality. Angling the label not only held true to the dynamic logo but also helps it stand out on the shelf.



Final Labels on Bottle

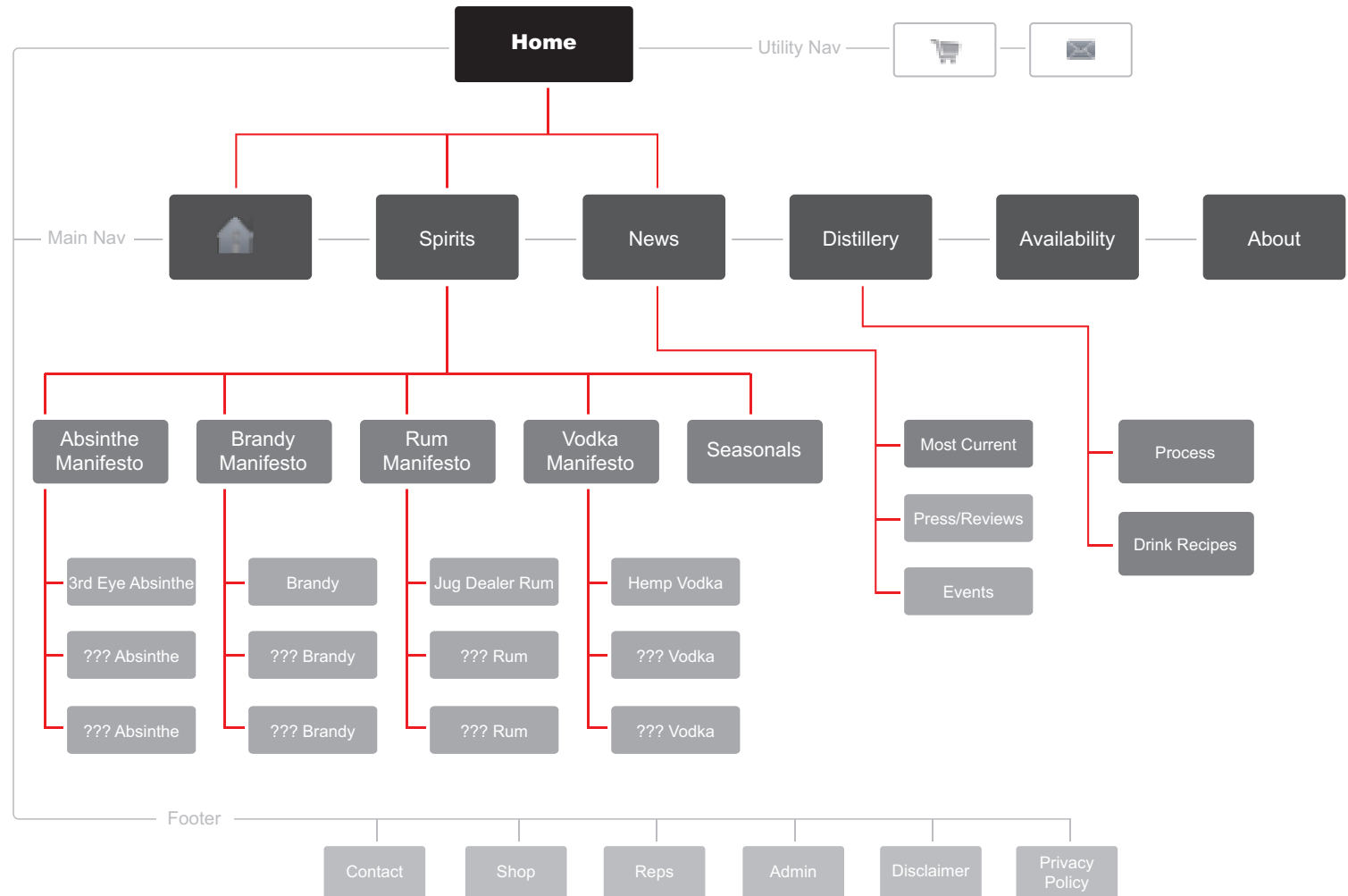
The dark background ensures high quality small batch handcrafted boutique Spirits.



Information Architecture

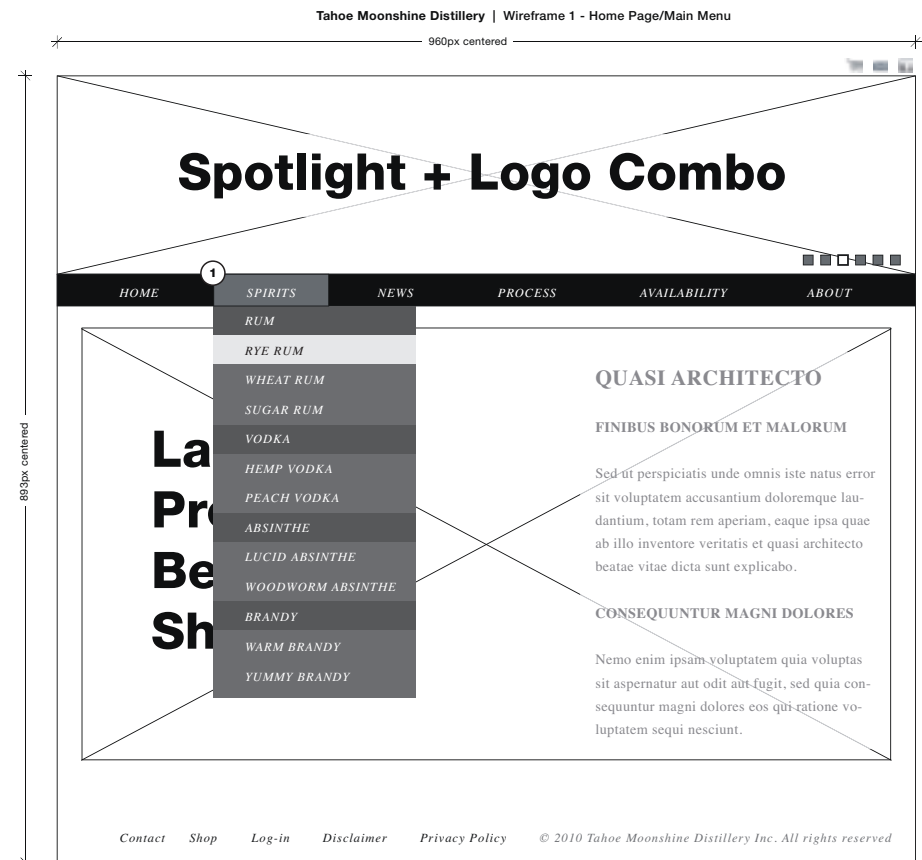
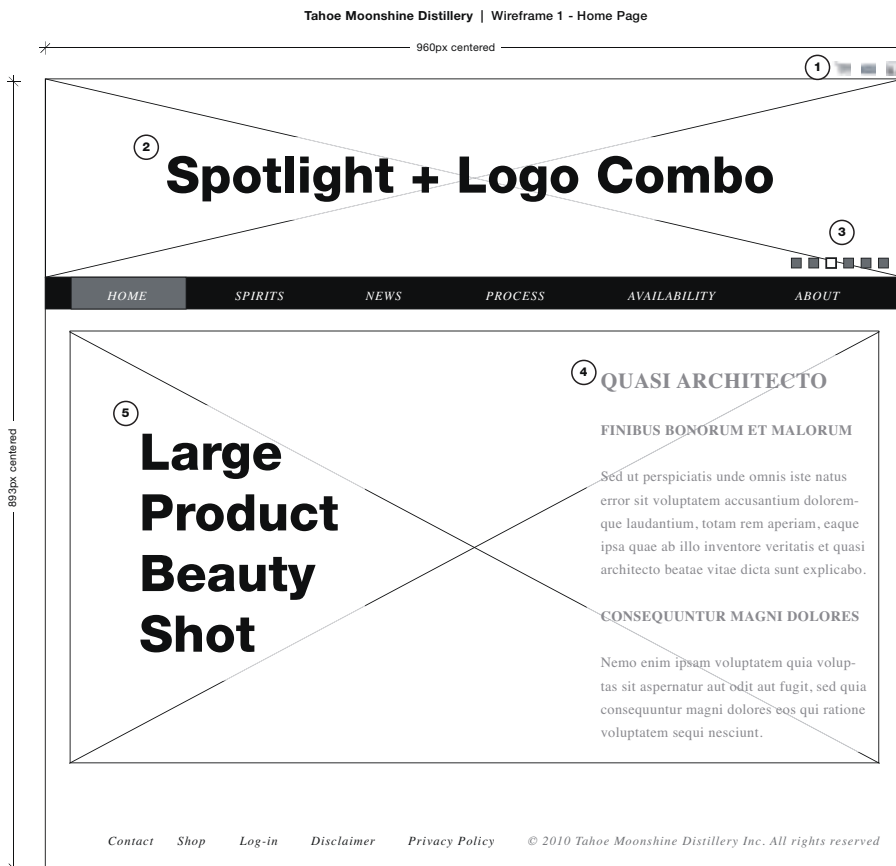
The challenge here was the client's request to show all product categories in the main nav. As you can see, in the not too distant future he will have many products in each category so we knew we would have to take that into account.

Note: Product items with a question mark are still in the works. There will be placeholders on the website announcing potential release dates as well as a name of the actual type of product.



Wireframe 1

One of the first thing we noticed when browsing competitors sites with equivalent product amounts, was how difficult it was to navigate learn more. As you can see in the drop down we address this issue.



1 Utility nav would rollover icons rather than text.

2 Rotating spotlight banner with the look and feel of the and brand. The home pg banners would be specific to TMD's BRAND & IDENTITY, ex: shots of bottles in classic Tahoe settings like the top of Mt. Tallac or on the beach of Lake Tahoe. Logo would be the exact same placement and size altho color could change to flow with image.

3 Small icons show how many banners there are and where it is in the animation.

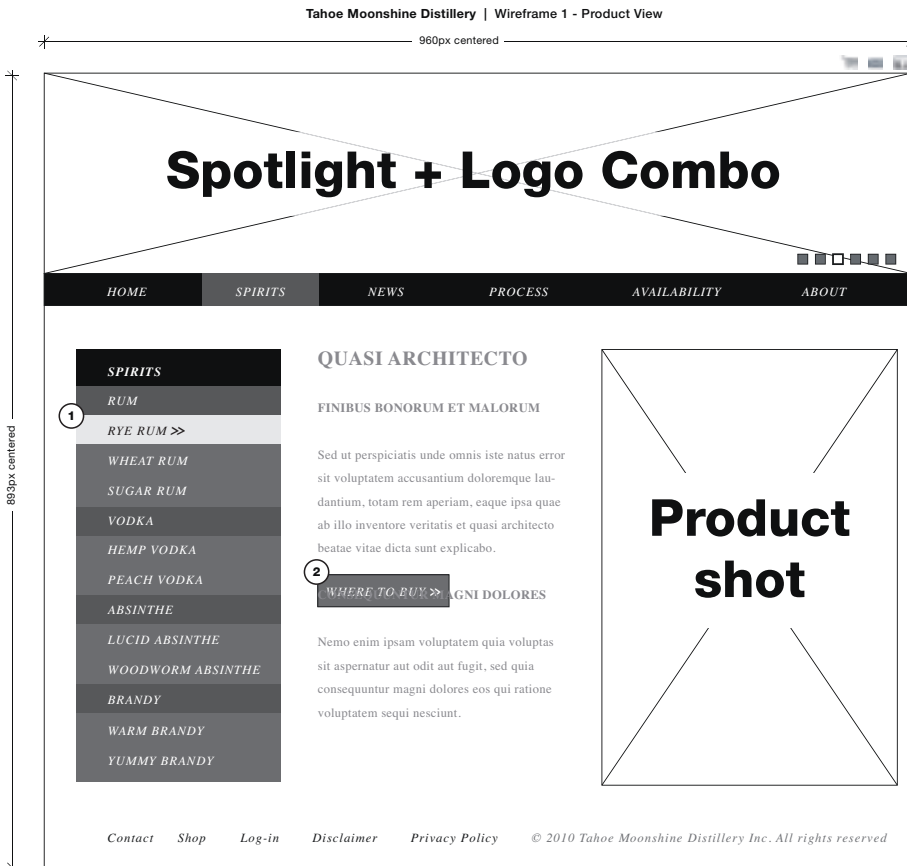
4 Searchable Search Engine Optimization text (SEO). Key words and phrases to help the website be found on the world wide web.

5 In studio professional photography hi-lighting featured products.

1 Drop down menu. As product line grows this Style nav could easily adjust to accomidate.

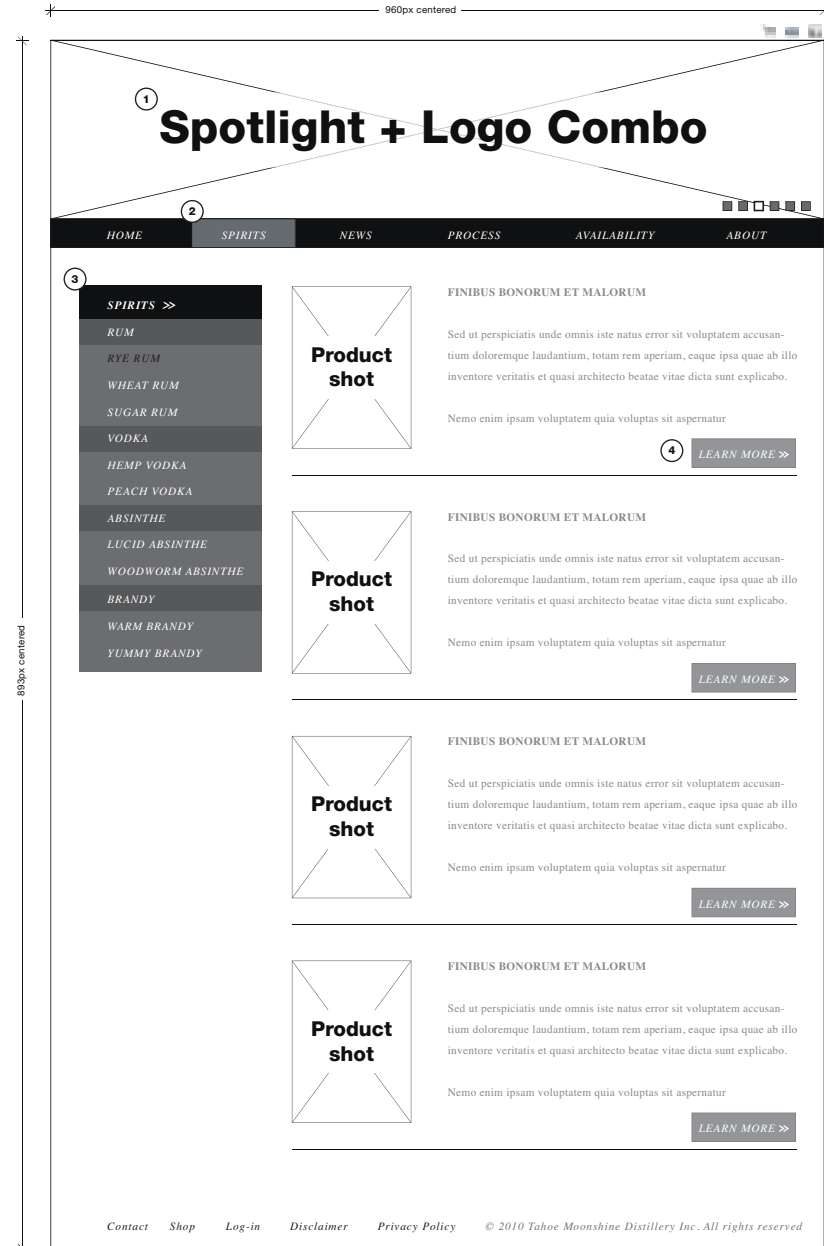
Wireframe 1

Once you click anywhere into the Spirits section there will be a side menu fully displayed with ALL products and website pages in a hierarchy format.



1 Sub-menu hi-lights to indicate which product you are selecting. Only actual product you are selecting in the sub-menu hi-light. Category names such as Rum and Vodka do not.

2 Where To Buy would take you to the Availability page. There could be two buttons here. One for Availability (Retailer listings) and a button to click to the distributor so they can buy on-line.

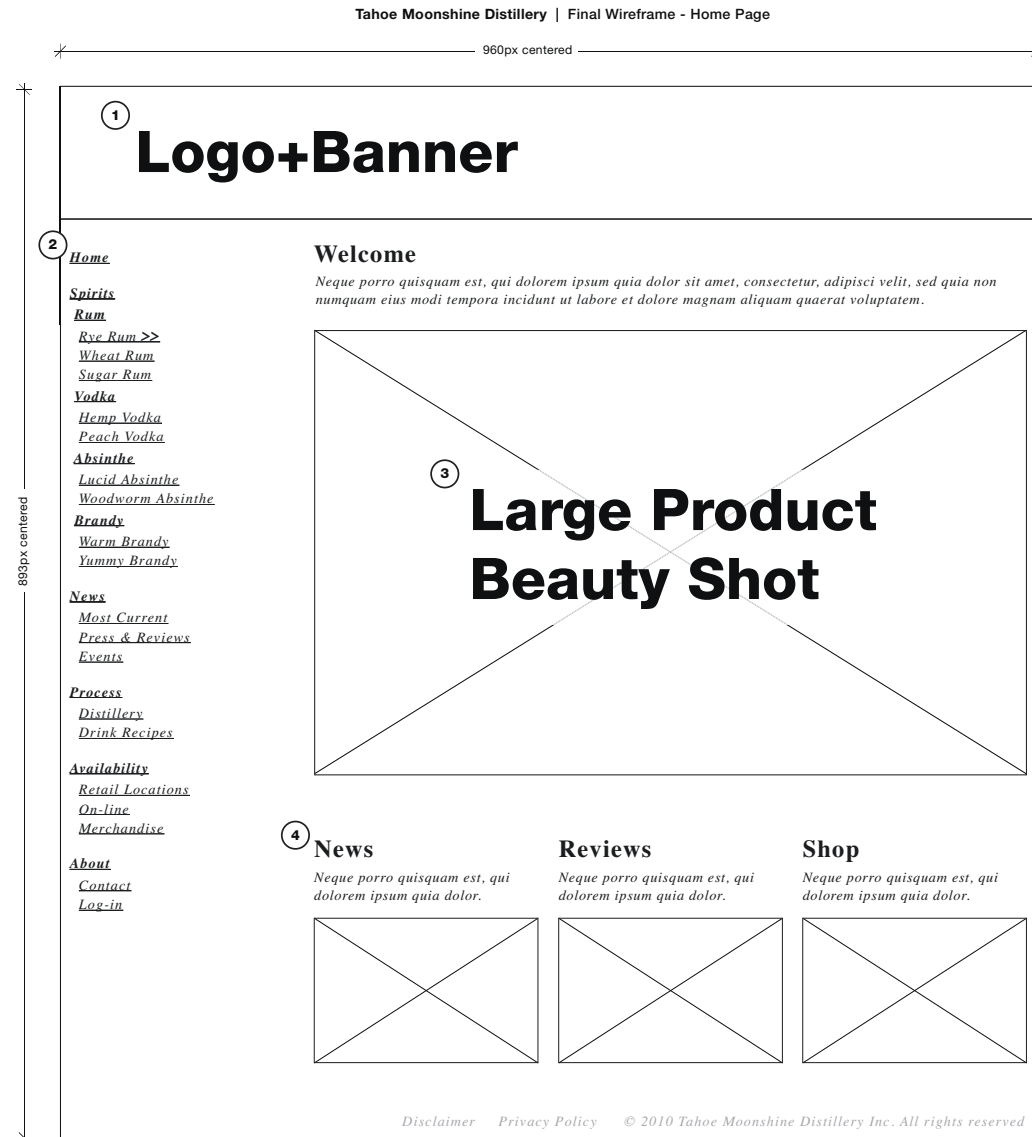


1 Spotlight menu images would change to match page content. In this case, General listing of spirits. ex: Family shots, group shots in production etc.
2 Main menu option stays hi-lighted to indicate which area you're in.

3 Submenu mirrors the main menu's drop down menu.
4 This takes you to the product page.

Final Wireframe

With the brand and identity's dynamic nature we feel the need to complement that with a clean, sophisticated, simple schematic. With some of the users not being heavy computer users, we wanted to make their life easier as well.



1 The Logo+Banner would change for every menu category.

3 Large beauty shot.

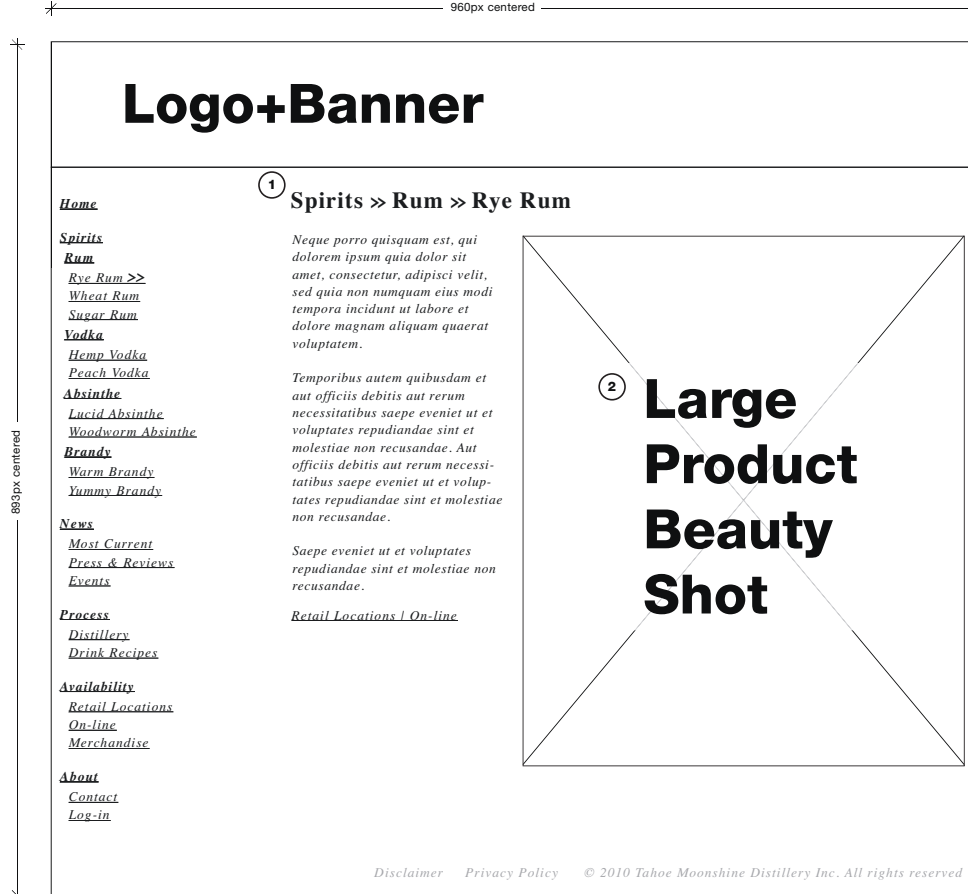
2 A menu that shows everything without a pop-out menu. Products could highlight according to their label color. Other sections would have a generic roll-over color.

4 A call to action on the home page to entice click throughs.

Final Wireframe

We feel the final fully displayed side global navigation addresses the needs of the client and users. If and when the product line grows expensionally, the product categories can have a dropdown menu to show individual products.

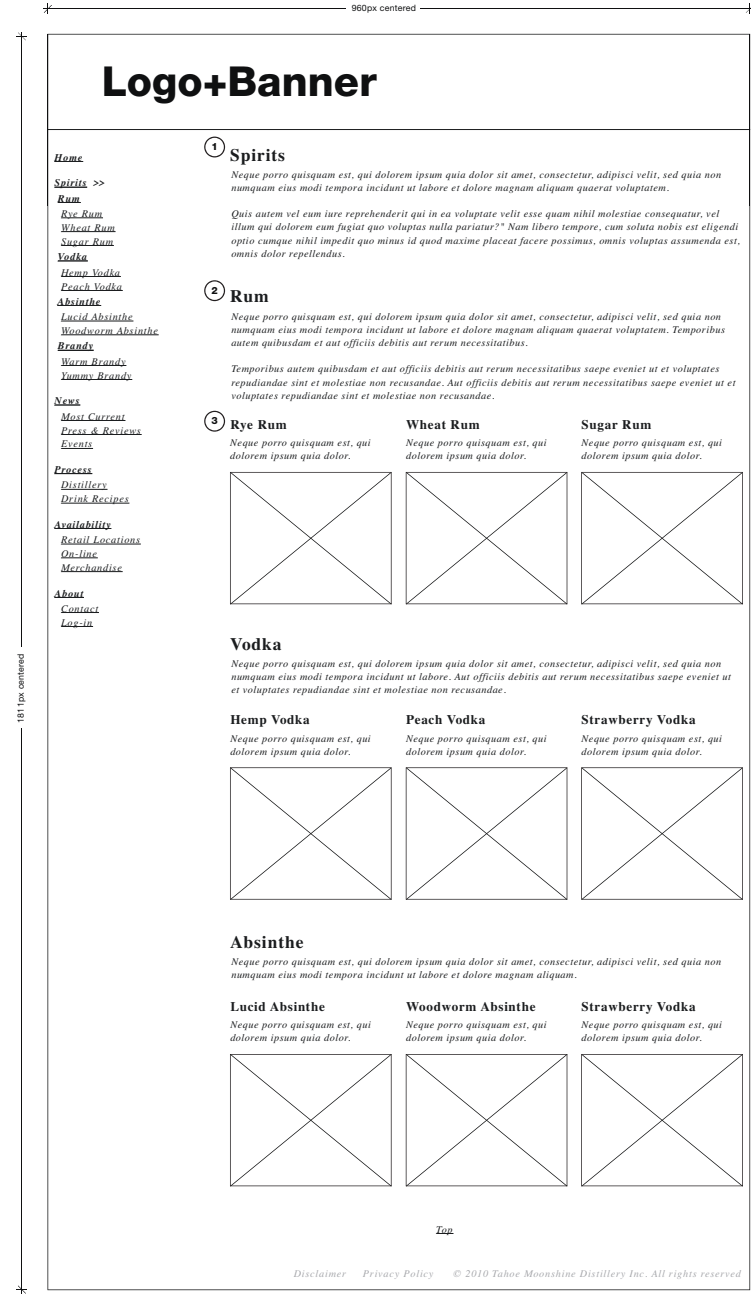
Tahoe Moonshine Distillery | Final Wireframe - Product View



1 "Bread crumb" but also suits as a header for simplicity.

2 Large studio product shot.

Tahoe Moonshine Distillery | Final Wireframe - Product Listings



1 By clicking on Spirits you get a Spirit Manifesto, a product Manifesto and a full product list overview.

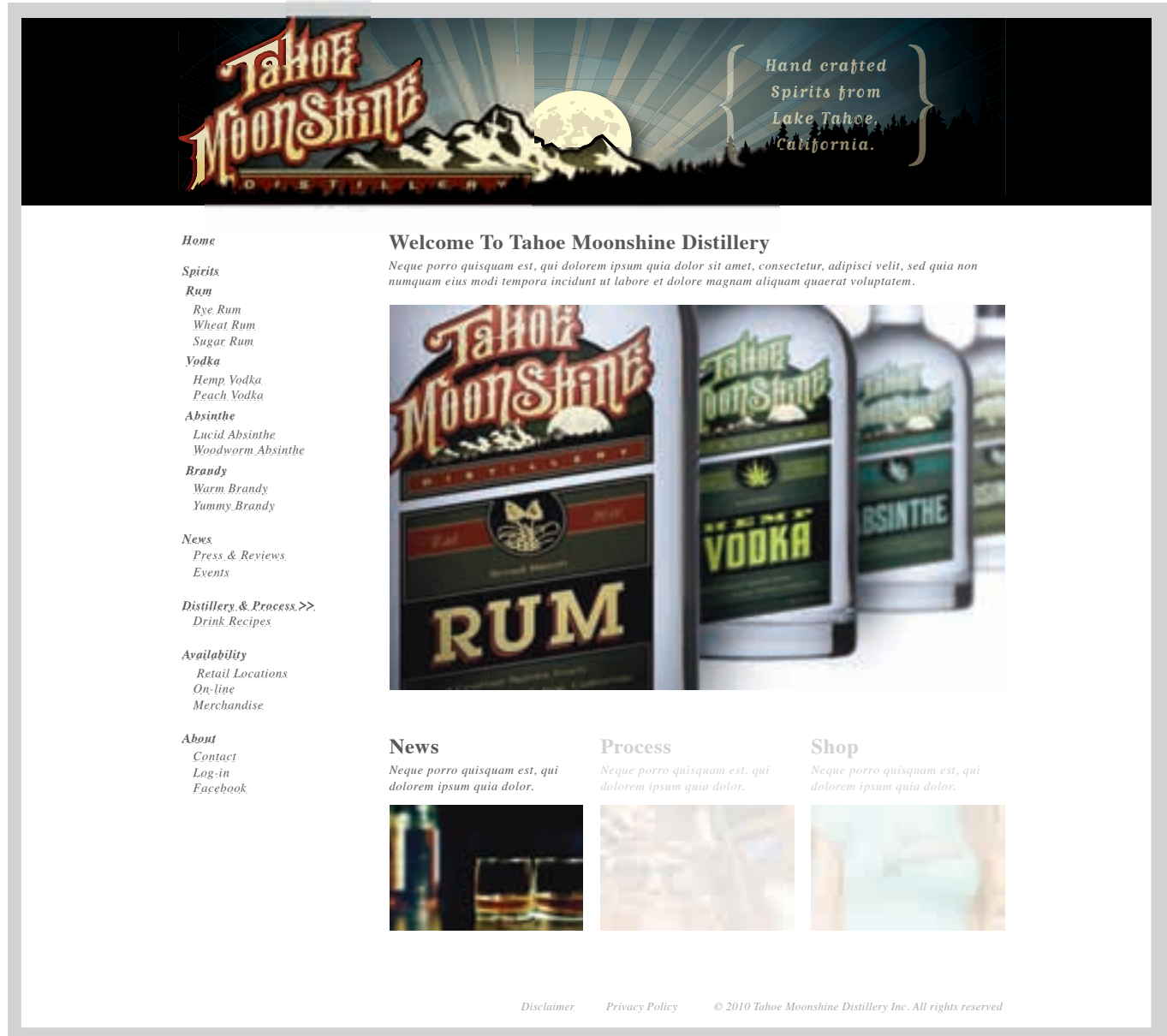
2 If users click on a product category such as Rum, they would be brought to the Rum section on this page.

3 A quick blurb about the product. Text and Image would be clickable.

Visual Designs

By combining the dynamic brand identity of the logo and images against the clean and simple web-site layout, we feel this is the most balanced visual aesthetic.

Tahoe Moonshine Distillery | Visual Designs | Home Page



Home

Spirits

Rum

Rye Rum
Wheat Rum
Sugar Rum

Vodka

Hemp Vodka
Peach Vodka

Absinthe

Lucid Absinthe
Woodworm Absinthe

Brandy

Warm Brandy
Yummy Brandy

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Drink Recipes

Availability

Retail Locations
On-line
Merchandise

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Facebook

Welcome To Tahoe Moonshine Distillery

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.



News

Neque porro quisquam est, qui dolorem ipsum quia dolor.



Process

Neque porro quisquam est, qui dolorem ipsum quia dolor.



Shop

Neque porro quisquam est, qui dolorem ipsum quia dolor.



Visual Designs

Seeing how this is a start-up, we had to allow room for growth of the product line.

Keeping the effects/animations to a need to use basis. Only use to compliment the clean simple layout.

Tahoe Moonshine Distillery | Visual Designs | Product View Page



[Home](#)

[Spirits](#)

[Rum](#)

[Rye Rum](#)
[Wheat Rum](#)
[Sugar Rum](#)

[Vodka](#)

[Hemp Vodka](#)
[Peach Vodka](#)

[Absinthe](#)

[Lucid Absinthe](#)
[Woodworm Absinthe](#)

[Brandy](#)

[Warm Brandy](#)
[Yummy Brandy](#)

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[Facebook](#)

Third Eye Absinthe


Each bottle of Third Eye Absinthe is carefully prepared by skilled craftsmen, using a copper still- the alembics. Unlike most contemporary imitators, Third Eye Absinthe is distilled entirely from spirits and herbs, and uses no artificial additives, oils, or dyes.

Tahoe Moonshine's Third Eye Absinthe recalls the rich tradition of Absinthe, and is crafted using a full measure of Grande Wormwood (*Artemisia absinthium*), Green Anise, Sweet Fennel, and other fine European herbs traditionally used in making fine Belle poque absinthe.

Buy - On-line | Retail Locations

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Tahoe Moonshine Distillery | Visual Designs | Spirits Page (list page)



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[Spirits](#)

[Rum](#)

[Rye Rum](#)
[Wheat Rum](#)
[Sugar Rum](#)

[Vodka](#)

[Hemp Vodka](#)
[Peach Vodka](#)

[Absinthe](#)

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[Facebook](#)

[Spirits](#)

Most of our spirits are distilled in very small batches in a copper still. Our Spirits are made from the finest grain, the finest water, and the finest distillation.

We support traditional methods and sustainable farming practices which come together to bring you hi quality Tahoe Moonshine Distillery Spirits.

It's not an accident that the product of distillation is called "spirit" since it does after all bring out the Spirits.

Rum

Rum is such an evocative spirit. It transforms, transcends and instantly transports the drinker to the sun-washed shores of the West Indies; white sands, palm trees and blue seas.

It always has a sense of joviality, in part thanks to its Caribbean origins, and also because... of the unabashed decadence surrounding a libation whose raw ingredient is sugar.

In the Spanish and British Antilles, rum is traditionally distilled from molasses, a by-product of sugar production and today a variety of stills are used in its production, but because it is made in so many different countries legal requisites differ greatly around the world.

Usually, pot stills are used to distil thick, rich, aged rums. Continuous column stills are used to produce white spirits best associated with cocktails.

Jug Dealer Rum

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore.

Buy - On-line | Retail Locations

Woodworm Absinthe

Coming Mid 2011

Strawberry Vodka

Coming Mid 2011

Vodka

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore. Aut officii debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae.

Hemp Vodka

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore.

Buy - On-line | Retail Locations

Woodworm Absinthe

Coming Mid 2011

Strawberry Vodka

Coming Mid 2011

Absinthe

Absinthe is traditionally a distilled, highly alcoholic (45%-75% ABV) beverage. It is an anise-flavored spirit derived from herbs, including the flowers and leaves of the herb *Artemisia absinthium*, also called wormwood. Absinthe has a characteristic, natural green colorant but can also be colorless. It is often called "the Green Fairy". Although it is sometimes mistakenly called a liqueur, absinthe is not bottled with added sugar and is therefore classified as a liquor.

Third Eye Absinthe

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore.

Buy - On-line | Retail Locations

Woodworm Absinthe

Coming Mid 2011

Strawberry Vodka

Coming Mid 2011


[Top](#)

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Visual Designs

The biggest challenge will be producing high quality imagery to support the objectives.

Tahoe Moonshine Distillery | Visual Designs | Distillery & Process page



Home

Spirits

Rum

- Rye Rum
- Wheat Rum
- Sugar Rum

Vodka

- Hemp Vodka
- Peach Vodka

Absinthe

- Lucid Absinthe
- Woodworm Absinthe

Brandy

- Warm Brandy
- Yummy Brandy

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Distillery

Our small distillery is a very modern work of art. Though it can only distill 100 gallons at a time, it is flexible and precise enough to create some of the country's very best spirits.

We focus primarily on vodka, rum, and absinthe, and our distilling equipment can produce virtually any kind of liquor, from gin and whiskey to exotics like cachaça, agave spirits and medicinal bitters. We invite you to come in for a tour and taste some of our latest creations.

Process

While the process of making distilled spirits is basically unchanged since earliest of times, technology has been introduced for perfecting the outcome of the process. Today the four basic steps in making distilled spirits are:

1. Milling--cracking the kernel of grain
2. Mashing--converting the grain starch to grain sugar
3. Fermenting--converting the grain sugar to alcohol and carbon dioxide by the addition of yeast and
4. Distilling--converting the alcohol to beverage alcohol by heating and cooling.

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Design Specifications

With the boarderless white background, we felt a 960 grid was appropriate.

10px 20px 60px 960px centered

215px

35px

240px 700px

1150px centered

50px

15px

80px

20px

220px

20px

```

body {
  font-family: font-family: Georgia,
  "Times New Roman",Times,serif;
  font-size: 14px;
  line-spacing: 1px;
  text-height: 18px;
  font-style: italic;
}

#header {
  height: 215px;
  width: 960px;
  padding-bottom: 35px;
  margin: 0 auto;
}

h1 {
  font-size: 24pt;
  font-weight: bold;
  font-style: regular;
  letter-spacing: 2px;
}

#middle_wrap {
  width: 720px;
  margin: 0 auto;
  padding-left: 20px;
}

#middle_menu {
  width: 240px;
  float: left;
  padding-left: 10px;
}

#middle_r_content {
  width: 700px;
  padding: 20px;
}

#lower_spotlight {
  width: 220px;
  height: 140px;
  padding-top: 15px;
  padding-left: 20px;
}

#footer {
  width: 960px;
  height: 20px;
  margin: 0 auto;
  padding: 3px 10px 3px 0px;
  text-align: right;
}
    
```

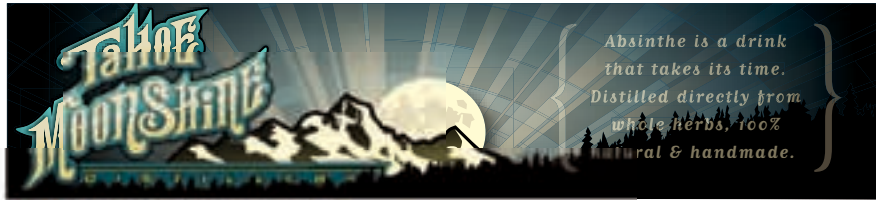
When rolling over the image it quickly fades from 40% transparent white to full color image.

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Design Specifications

With a very simple website layout, every pixel counts. We tried to note every measurement 100% accurate to the pixel dimension of this Visual

Tahoe Moonshine Distillery | Visual Designs | Product View Page



- Rums
- Spirits
- Rum
 - Rye Rum
 - Wheat Rum
 - Sugar Rum
- Vodka
 - Hemp Vodka
 - Peach Vodka
- Absinthe
 - Lucid Absinthe
 - Woodworm Absinthe
- Brandy
 - Warm Brandy
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Third Eye Absinthe

Each bottle of Third Eye Absinthe is carefully prepared by skilled craftsmen, using a copper absinthe alembics. Unlike most contemporary imitators, Third Eye Absinthe is distilled entirely from spirits and herbs, and uses no artificial additives, oils, or dyes.

Tahoe Moonshine's Third Eye Absinthe recalls the rich tradition of Absinthe, and is crafted using a full measure of Grande Wormwood (*Artemisia absinthium*), Green Anise, Sweet Fennel, and other fine European herbs traditionally used in making fine Belle poque absinthe.

Buy - On-line | Retail Locations



220px 470px

```
#middle_productview {
width: 220px;
margin-left: 20px;
}

#productview_img {
width: 470px;
height: 580px;
margin-left: 20px;
margin-bottom: 130px;
}

#middle_menu {
width: 240px;
float: left;
padding-left: 10px;
}

#middle {
text-decoration: underline;
}

#middle a :link {
text-decoration: underline;
}

#middle a :visited {
text-decoration: underline;
color: #888888;
}

#middle a :hover {
text-decoration: underline;
color: #87251e; /*'dard red'*/
}
```

580px

Tahoe Moonshine Distillery | Visual Designs | Spirits Page (list page)



- Home
- Spirits
- Rum
 - Rye Rum
 - Wheat Rum
 - Sugar Rum
- Vodka
 - Hemp Vodka
 - Peach Vodka
- Absinthe
 - Lucid Absinthe
 - Woodworm Absinthe
- Brandy
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Spirits

Tahoe Moonshine Distillery Spirits are handcrafted in very small batches in a copper still. Our Spirits are made with many locally and organically grown ingredients.

We support traditional methods and sustainable farming practices which come together to bring you hi quality Tahoe Moonshine Distillery Spirits.

It's not an accident that the product of distillation is called "spirit" since it does after all bring out the Spirits.

Rum

Rum is such an evocative spirit. It transforms, transcends and instantly transports the drinker to the sun-washed shores of the West Indies; white sands, palm trees and blue seas.

It always has a sense of joviality, in part thanks to its Caribbean origins, and also because... of the unabashed decadence surrounding a libation whose raw ingredient is sugar.

In the Spanish and British Antilles, rum is traditionally distilled from molasses, a by-product of sugar production and today a variety of stills are used in its production, but because it is made in so many different countries legal requisites differ greatly around the world.

Usually, pot stills are used to distil thick, rich, aged rums. Continuous column stills are used to produce white spirits best associated with cocktails.

- | | | |
|---|---|--|
| Jug Dealer Rum
Neque porro quisquam est, qui dolorem ipsum quia dolor, sed quia non numquam eius modi tempora incidunt ut labore. Aut officis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. | Woodworm Absinthe
Coming Mid 2011 | Strawberry Vodka
Coming Mid 2011 |
|---|---|--|



Vodka

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore. Aut officis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae.

- | | | |
|---|---|--|
| Hemp Vodka
Neque porro quisquam est, qui dolorem ipsum quia dolor, sed quia non numquam eius modi tempora incidunt ut labore. Aut officis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. | Woodworm Absinthe
Coming Mid 2011 | Strawberry Vodka
Coming Mid 2011 |
|---|---|--|



Absinthe

Absinthe is traditionally a distilled, highly alcoholic (45%-75% ABV) beverage. It is an anise-flavored spirit derived from herbs, including the flowers and leaves of the herb *Artemisia absinthium*, also called wormwood. Absinthe has a characteristic natural green color but can also be colorless. It is often called "the Green Fairy". Although it is sometimes mistakenly called a liqueur, absinthe is not bottled with added sugar and is therefore classified as a liquor.

- | | | |
|---|---|--|
| Third Eye Absinthe
Neque porro quisquam est, qui dolorem ipsum quia dolor, sed quia non numquam eius modi tempora incidunt ut labore. Aut officis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. | Woodworm Absinthe
Coming Mid 2011 | Strawberry Vodka
Coming Mid 2011 |
|---|---|--|



```
#middle_productview p a {
text-decoration: none;
}

#middle_productview p a :link {
text-decoration: none;
}

#middle_productview p a :visited {
text-decoration: none;
}

#middle_productview p a :hover {
text-decoration: underline;
color: #87251e;
}

#productlist_thumbs {
width: 220px;
height: 240px;
margin-top: 10px;
margin-left: 20px;
}

#productlist_thumbs a {
text-decoration: none;
}

#productlist_thumbs a :link {
text-decoration: none;
}

#productlist_thumbs a :visited {
text-decoration: none;
color: #888888;
}

#productlist_thumbs a :hover {
border: 1px solid #87251e;
}
```

Design Specifications

Tahoe Moonshine Distillery | Visual Designs | Distillery & Process page



Home

Spirits

Rum

- Rye Rum
- Wheat Rum
- Sugar Rum

Vodka

- Hemp Vodka
- Peach Vodka

Absinthe

- Lucid Absinthe
- Woodworm Absinthe

Brandy

- Warm Brandy
- Yummy Brandy

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Distillery

The small distillery is a very modern work of art. Though it can only distill 100 gallons at a time, it is flexible and precise enough to create some of the country's very best spirits.

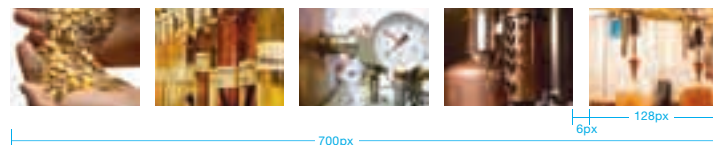
We focus primarily on vodka, rum, and absinthe, and our distilling equipment can produce virtually any kind of liquor, from gin and whiskey to exotics like cachaça, agave spirits and medicinal bitters. We invite you to come in for a tour and taste some of our latest creations.



Process

While the process of making distilled spirits is basically unchanged since earliest of times, technology has been introduced for perfecting the outcome of the process. Today the four basic steps in making distilled spirits are:

1. Milling--cracking the kernel of grain
2. Mashing--converting the grain starch to grain sugar
3. Fermenting--converting the grain sugar to alcohol and carbon dioxide by the addition of yeast and
4. Distilling--converting the alcohol to beverage alcohol by heating and cooling.



```
#five_thumbs_wrap {
width: 220px;
margin-left: 20px;
}
```

```
#five_thumbs_img {
width: 128px;
height: 95px;
padding-left: 6px;
}
```

HTML Template

html://noreancreative.com/tmd/html_temps



Hand crafted spirits from Lake Tahoe, California.

Home

Spirits

Rum

- Rye Rum
- Wheat Rum
- Sugar Rum

Vodka

- Hemp Vodka
- Peach Vodka

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Welcome To Tahoe Moonshine Distillery

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.



News

Neque porro quisquam est, qui dolorem ipsum quia dolor.

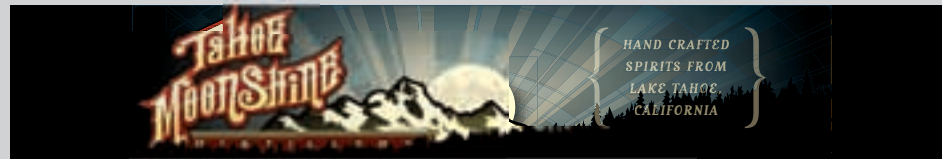
Process

Neque porro quisquam est, qui dolorem ipsum quia dolor.

Shop

Neque porro quisquam est, qui dolorem ipsum quia dolor.

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Hand Crafted Spirits From Lake Tahoe, California.

Home

Distillery

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Wordpress

http://www.tahoemoonshine.com



Hand crafted
Spirits from
Tahoe,
California.

Home

Spirits

Rum

- Rye Rum
- Wheat Rum
- Sugar Rum

Vodka

- Hemp Vodka
- Peach Vodka

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Welcome To Tahoe Moonshine Distillery

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non namquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.



News

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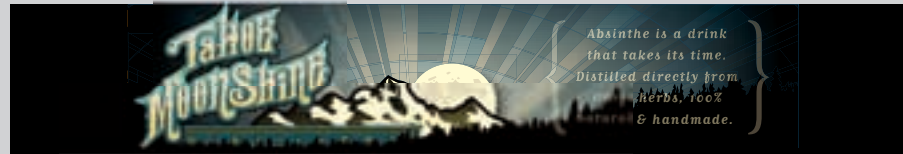
Process

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Shop

Neque porro quisquam est, qui dolorem ipsum quia dolor.

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Absinthe is a drink
that takes its time.
Distilled directly from
herbs, 100%
& handmade.

Home

Spirits

Rum

- Rye Rum
- Wheat Rum
- Sugar Rum

Vodka

- Hemp Vodka
- Peach Vodka

Absinthe

- Lucid Absinthe
- Woodworm Absinthe

Brandy

- Warm Brandy
- Yummy Brandy

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Third Eye Absinthe

Each bottle of Third Eye Absinthe is carefully prepared by skilled craftsmen, using a copper absinthe alembic. Unlike most contemporary imitators, Third Eye Absinthe is distilled entirely from spirits and herbs, and uses no artificial additives, oils, or dyes.

Tahoe Moonshine's Third Eye Absinthe recalls the rich tradition of Absinthe, and is crafted using a full measure of Grande Wormwood (Artemisia absinthium), Green Anise, Sweet Fennel, and other fine European herbs traditionally used in making fine Belle poque absinthe.

Buy - On-line | Retail Locations



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Wordpress

http://www.tahoemoonshine.com



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Spirits
 Tahoe Moonshine Distillery Spirits are handcrafted in very small batches in a copper still. Our Spirits are made with many locally and organically grown ingredients.

We support traditional methods and sustainable farming practices which come together to bring you hi quality Tahoe Moonshine Distillery Spirits.

It's not an accident that the product of distillation is called "spirit" since it does after all bring out the Spirits.

Rum
 Rum is such an evocative spirit. It transforms, transcends and instantly transports the drinker to the sun-washed shores of the West Indies; white sands, palm trees and blue seas.

It always has a sense of joviality, in part thanks to its Caribbean origins, and also because... of the unabashed decadence surrounding a libation whose raw ingredient is sugar.

In the Spanish and British Antilles, rum is traditionally distilled from molasses, a by-product of sugar production and today a variety of stills are used in its production, but because it is made in so many different countries legal requisites differ greatly around the world.

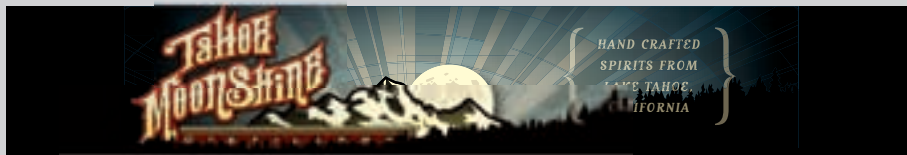
Usually, pot stills are used to distill thick, rich, aged rums. Continuous column stills are used to produce white spirits best associated with cocktails.

Jug Dealer Rum Neque porro quisquam est, qui dolorem ipsum quia dolor.	Woodworm Absinthe Coming Mid 2011	Strawberry Vodka Coming Mid 2011
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Vodka
 Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore. Aut officii debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae.

Hemp Vodka Neque porro quisquam est, qui dolorem ipsum quia dolor.	Woodworm Absinthe Coming Mid 2011	Strawberry Vodka Coming Mid 2011
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Distillery
 Our small distillery is a very modern work of art. Though it can only distill 100 gallons at a time, it is flexible and precise enough to create some of the country's very best spirits.

We focus primarily on vodka, rum, and absinthe, and our distilling equipment can produce virtually any kind of liquor, from gin and whiskey to exotics like cachaça, agave spirits and medicinal bitters. We invite you to come in for a tour and taste some of our latest creations.



Process
 While the process of making distilled spirits is basically unchanged since earliest of times, technology has been introduced for perfecting the outcome of the process. Today the four basic steps in making distilled spirits are:

1. Milling--cracking the kernel of grain
2. Mashing--converting the grain starch to grain sugar
3. Fermenting--converting the grain sugar to alcohol and carbon dioxide by the addition of yeast and
4. Distilling--converting the alcohol to beverage alcohol by heating and cooling.



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The handoff packet includes the electronic files for:

- 1. Final Logo Designs**
- 2. Final Bottle Labels**
- 3. Final Information Architecture**
- 4. Final Wire Frames**
- 5. Final Visual Designs**
- 6. Support Files- Illustrator, Images, & Fonts**
- 7. Instructions on how to update Wordpress**

Self-Evaluation Report

1. Brief description of learning objective.

From scratch, create a user friendly, content management system website that allows room for growth of the client's new company. Also create a unique brand identity that speaks to the demographic and stands out on the heavily stocked shelves of competitors.

2. Why you chose this objective.

I chose these objectives because I wanted to learn and gain experience in the inner workings of creating a brand identity and website in it's entirety. Learning how to apply a CMS to the website was something else I see as very useful. It's crucial for me to learn WordPress, which is becoming more and more important in the world of web tools.

3. Steps you took to accomplish this objective.

With the guidance of previous web design classes at SCCC instructed by Mike Sinkula, I came equipped with the tools necessary to attack these objectives. By first completing all the client and user survey's I was able to start the development process confidently. I also studied how to create a WordPress with PHP from scratch.

4. Your evaluation on how well you accomplished the objective.

I feel I successfully accomplished my objectives and goals. The appreciation from the client has been very apparent. Ki Kopkau Photography & Designs has already received another client due to word of mouth from this project. I met project timelines and goals consistently and became more familiar with tools necessary such as WordPress, Google Docs, and working first hand with clients and piers.

5. Factors you considered and used in evaluating your achievement.

Client and Supervisor satisfaction are being used to evaluate achievements. By documenting this project from beginning to end in real time, I'm now better equipped for future projects. Knowing before hand of potential problems and successes, I'm now better equipped for future potential clients.

6. Describe how the skills, or competencies acquired, will be useful to you in the future.

By documenting this project in real time and being involved in every step of the process from beginning to end, I'm now better equipped for future projects. Knowing before hand of potential problems and successes, I'm now more confident and knowledgeable.

7. If you did not accomplish your objective, the reason of not doing so.

I accomplished all objectives and project goals.

8. Include any other information you feel is relevant.

I'm looking forward to putting my experience and knowledge to more projects as soon as possible.

Shawn Harstad's Timesheet

Date	Total Time	Activity
9/29/2010	5:30:00	Client Surveys - Review and Prep Survey's and Questionaire
9/30/2010	4:30:00	Client Surveys - Review and Prep Survey's and Questionaire, Meet with Client
10/1/2010	4:00:00	Set up Google Docs, Google Calender - Add Data, Client Surveys - Edit Survey and Questionaire
10/4/2010	3:30:00	Set up Client staging area, Set up Google Docs, set up Client on Goggle Docs, Client Surveys - Edit Survey
10/5/2010	4:15:00	WordPress, Client Surveys - User Profiles, Site Objective
10/6/2010	3:30:00	Client Surveys - Functional Specs, Project Proposal
10/7/2010	5:00:00	WordPress, Client Surveys & Maintenance Survey,
10/8/2010	6:00:00	Information Architecture, Refine Client Surveys & Technical Specs, Client Specs
10/11/2010	4:30:00	Information Architecture - Email about Info Architecture, & Refine Client Surveys & Client Specs
10/12/2010	4:00:00	Finalize Client Surveys & Maintenance Survey, Technical Specs, Client Specs
10/13/2010	4:15:00	Information Architecture - Phone Conversation, Concept Dev - Thumbnails & Client Surveys & Website Dev
10/14/2010	5:30:00	Concept Dev - Logo Thumbnails & Client Surveys & Website Dev
10/15/2010	5:30:00	WordPress, Concept Dev - Sketches & Website Dev
10/18/2010	4:00:00	Concept Dev - Sketches & Website Dev - WordPress & HTML
10/19/2010	5:30:00	Concept Dev - Sketches - Phone discussion about Designs
10/20/2010	5:30:00	Concept Dev & Website Dev - Wireframes
10/21/2010	4:00:00	Brand Dev - Vectorizing, Pushing Pixels
10/22/2010	6:00:00	Wireframes, Concept Dev & Brand Dev
10/25/2010	5:00:00	Wireframes, Brand Dev
10/26/2010	5:30:00	Brand Dev - Vectorizing, Pushing Pixels - Phone discussion about Designs
10/27/2010	4:00:00	Finalizing Wireframes, Brand Dev - Vectorizing, Pushing Pixels
10/28/2010	4:15:00	Brand Dev - Vectorizing, Pushing Pixels
10/29/2010	5:30:00	Visual Designs, Brand Dev & Vectorizing, Pushing Pixels
11/1/2010	6:00:00	Visual Designs, Brand Dev - Vectorizing, Pushing Pixels
11/1/2010	5:30:00	Brand Dev & Website Dev, Vectorizing, Pushing Pixels
11/3/2010	6:00:00	Label Dev Thumbnails & Website Dev - Visual Designs
11/4/2010	3:00:00	Label Dev Thumbnails & Website Dev
11/5/2010	4:15:00	Label Dev Sketches & Website Dev
11/8/2010	6:00:00	Label Dev Sketches - Phone discussion about Designs

Timesheet Con't

11/9/2010	6:00:00	Label Dev Sketches & Website Dev
11/10/2010	4:15:00	Label Dev - Vectorizing
11/11/2010	5:00:00	Label Dev - Vectorizing, Pushing Pixels, Website Dev
11/12/2010	5:30:00	Label Dev - Vectorizing, Pushing Pixels, Website Dev - Phone discussion about Designs
11/15/2010	4:30:00	Finalizing Lable and Logo
11/16/2010	4:00:00	Finalizing Lable and Logo
11/17/2010	5:30:00	Finalizing Lable and Logo - Phone discussion about Designs
11/18/2010	4:15:00	Finalizing Lable and Logo
11/19/2010	5:30:00	Website Dev, Visual Designs - Phone discussion about Designs and Website
11/22/2010	5:00:00	Website Dev, HTML Templates, CSS
11/23/2010	3:30:00	Website Dev, HTML, Templates, CSS - Email about HTML Templates
11/24/2010	6:00:00	Website Dev, HTML, Templates - Plugins, CSS
11/25/2010	6:30:00	Website Dev, HTML, WordPress, CSS - Email about website
11/26/2010	7:15:00	Website Dev, HTML, WordPress, CSS - Phone discussion about Designs
11/29/2010	6:00:00	Website Dev, HTML, WordPress - Plugins, CSS
11/30/2010	4:30:00	Website Dev, HTML, WordPress - Plugins, CSS
12/1/2010	5:30:00	Testing, Website Dev Refinement
12/2/2010	6:00:00	Testing, Website Dev Refinement
12/3/2010	7:30:00	Testing, Website Dev Refinement & Guideline and Dev Booklet
12/6/2010	5:30:00	Testing, Website Dev Refinement & Guideline and Dev Booklet
12/7/2010	4:15:00	Website Dev Refinement & Guideline and Dev Booklet
12/8/2010	6:00:00	Website Dev Refinement & Guideline and Dev Booklet
12/9/2010	6:30:00	Guideline and Dev Booklet
12/10/2010	7:00:00	Guideline and Dev Booklet
12/11/2010	9:30:00	Guideline and Dev Booklet & Handoff Docs
12/12/2010	5:30:00	Guideline and Dev Booklet & Handoff Docs
	281:15:00	Total Hours
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