

# Evolve

CF Napa Evolves Okanagan Valley Wine Brand

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## CHALLENGE

TIME Family of Wines came to CF Napa to refine the brand strategy and packaging for their Evolve sparkling and still wines. The revised positioning and redesign of the packaging coincided with the construction of their new Penticton, BC winery. The goal was to create a more premium positioning and brand design that would appeal to both Millennials and British Columbia wine enthusiasts alike.

## SOLUTION

CF Napa shifted Evolve's messaging of life being full of moments worth celebrating to life being an ever-changing journey. To illustrate this concept, CF Napa developed a spiraled icon for the brand. Embossed gold foil diamonds gradually "evolve" in size to create a hypnotic "e" and a subtle nod to the bubbles in the sparkling wines. The exceptional sparkling wines give prominence to the "e", displaying it as the only graphic on the round front labels.

A neck label was employed for the wine type and vintage date. A series of colorful capsules differentiate the wine styles and bring a youthful pop to the sparkling wines. For the still wines, the graphic was placed on a white label for the white and rosé wines and on a black label for the red wines. The label was kept clean to accentuate the branding, varietal, and Okanagan Valley AVA.

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### CLIENT

TIME Family of Wines

### COUNTRY

Canada

### PROJECT SCOPE

Brand Strategy  
Story Development  
Logos  
Packaging

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### MARKETPLACE RESULTS

The new brand logo, praised for its simplicity and memorability, has garnered positive feedback from both internal teams and customers. Its strong brand alignment will be further showcased with the brand's relaunch in Spring 2025 concurrent with the opening of the new winery.

"CF Napa did a fantastic job of putting together some ideas and labels for our sparkling and still wines at our new property. They were able to match the vision of our owner along with finding a label pattern that fit the needs of the new brand. CF Napa has a wealth of experience, and we were given full attention and consultation from all aspects of the company including ownership. They were patient and attentive during the process as changes to the labels were made and were quick to respond to emails and phone calls and ensured nothing was left unattended.

I would recommend CF Napa to any winery looking for a new label design and concept and or if you are looking for a fresh approach. It was a pleasure working with them."

**GEORGE JAMES**  
President  
TIME Family of Wines

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**BEFORE**



**AFTER**





