

Fifth Moon & Hundred Knot

Two Brand Launches for One of Napa's Newest Wineries

CHALLENGE

Vietnamese-owned RD Winery came to CF Napa to create the names and packaging for two new wine brands. CF Napa researched Vietnamese traditions, celebrations, and historic texts to generate ideas and ultimately provide winning names for the RD Winery team to choose from. RD Winery chose "Fifth Moon" for the first brand name, which was inspired by the summer solstice celebration in Vietnam that takes place on the fifth day of the fifth moon. For the second brand, RD chose the name "Hundred Knot," based on a Vietnamese parable instilling the importance of hard work and perseverance.

SOLUTION

For Fifth Moon, CF Napa created a wood carving illustration of a moon in the nighttime sky inspired by Vietnamese fine art.

For each of the wines in the main tier of Hundred Knot, CF Napa created a unique bamboo pattern, just as no two bamboo trees are exactly alike. One bamboo stalk was dressed in gold foil, which caught the light and stood out amongst the forest, symbolizing the reward of hard work.

CLIENT
RD Winery

COUNTRY
United States

PROJECT SCOPE
Naming
Logos
Packaging
Marketing

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SOLUTION, CONTINUED

The higher-tier Hundred Knot Khoai Wines needed to continue to illustrate the legendary parable while heightening luxury and exclusivity, as they can only be found at the RD tasting room. CF Napa used a hand-painted brush stroke to create an abstract bamboo stalk for the main graphic of the label. The brushstroke was embossed, providing a textural element to further communicate the high-end nature of the wine.

The final detail to the wine labels was the RD Winery logo that takes its inspiration from the ancient Asian seals used to authenticate important documents.

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MARKETPLACE RESULTS

The brands launched in July 2020 to an overwhelmingly positive response. Both packaging designs and the logo receive constant compliments from customers and neighboring businesses.

“Working with CF Napa took a daunting and intimidating task of reenvisioning a company and developing a brand into an enjoyable and positive experience. CF Napa transformed our conversations, often filled with loose suggestions and uncertainty, into cohesive, and truly beautiful branding. Each packaging design stands alone as a work of art and if I had to do this all over, I would, without hesitation, choose to work with CF Napa again.”

MAILYNH PHAN
CEO
RD Winery

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