



SANTA BARBARA VINTNERS

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Santa Barbara County Vintners' Association Debuts New Logo

BUELLTON, CA – The Santa Barbara County Vintners' Association (SBCVA) is pleased to release its new logo and tagline, *"Your Journey Starts Here"* created by Lifestyle Design, a Santa Barbara based branding and communications agency, as part of the association's rebranding that will carry through to a new website and marketing campaign in early 2014.

The new logo features both "Santa Barbara Vintners" and "Santa Barbara Wine Country" with the iconic Santa Barbara County mission symbol, inspired by the history and architecture found throughout the region. Additionally each of the Santa Barbara County American Viticultural Areas (AVAs) will be represented by a different colored version of the signature regional gold leaf logo.



SANTA BARBARA WINE COUNTRY

According to Frederic Blaudeau, Vice-President of Brand Strategy and Communication at Lifestyle Design, *"we wanted to create an icon relevant for Santa Barbara County, to visually represent one of the best wine regions in the world. After exploring many design concepts, we are very proud with the final result. By incorporating the Mission, one of the most iconic symbols of California history into the design, it not only represents an integral part of the history of California, but it also reflects the heritage of Santa Barbara County."*

Morgen McLaughlin, executive director of the Santa Barbara County Vintners' Association, said, *"We are thrilled with our new brand logo. In our continued efforts to position Santa Barbara County as one of the world's top wine regions, we needed to create an iconic and powerful image. By incorporating the region's AVAs into the overall brand of Santa Barbara County, we create a unified message built on regional identity and individual personality."*



About the Santa Barbara County Vintners' Association

The Santa Barbara County Vintners' Association is a non-profit trade organization founded in 1983 to support and promote Santa Barbara County as a world-class, authentic wine producing and wine grape growing region. The Association includes winery members whose annual production is at least 75% Santa Barbara County labeled, grower/vineyard members, and business associates and associations. The Santa Barbara Vintners produces festivals and provides information to consumers, trade, and media. www.sbcountywines.com

About Lifestyle Design

Founded by Marc Tappenier in 2002, LifeStyleDesign is an integrated design firm dedicated to the creation of trendsetting, fashion forward design solutions. Their international team of elite designers combine an intense spirit of innovation with a deep passion for fashion and style to craft unique insights appropriate and precision guided to a client's target market by creating brands that are more innovative, progressive, and dynamic than their competitors. Based in Santa Barbara and Paris, current and past clients include some of the world's most powerful brands: BMW, Nokia, Kilpsch, Scosche, Harman Kardon international, Seagate, plantronics, Revel, Bushnell, Deckers, Serengeti, Maui Jim, Dragon, Bolle, Zeal, Cusinart, the house of marley, and Bern.