

# COLBY BROOKS STUDIO (2023)

## CAPABILITIES DECK

# ABOUT COLBY

IDENTITY DESIGN, PACKAGING  
& ILLUSTRATION

COLBY BROOKS

[@colbybrooksstudio](mailto:hello@colbybrooksstudio)

Colby is a skilled independent creative with over a decade of experience working in small brand studios. He specializes in using art and illustration to make brands stand out and effectively communicate with their audience. His approach is centered around translating his clients' vision into impactful, artful solutions that set their image apart.



# CAPABILITIES

Colby’s ultimate goal is to enhance the visual and physical brand experience for his clients. To do this, he provides other important services. These additional services help to ensure that the overall brand experience is cohesive and consistent.

## LOGOS & BRANDING

- BRAND CONCEPTING
- LOGO DEVELOPMENT
- BRAND COLLATERAL
- VISUAL LANGUAGE

## CONTENT CREATION

- ILLUSTRATION
- ART DIRECTION

## DIGITAL

- SOCIAL MEDIA DESIGN
- EMAIL NEWSLETTERS

## PRODUCT SHOTS

- 3D RENDERS

## PRINT & PRODUCTION

- BRAND COLLATERAL
- SIGNAGE
- APPAREL & MERCHANDISE
- POSTERS
- WAYFINDING

## PACKAGING & LABEL DESIGN

- PACKAGING DESIGN
- LABEL DESIGN

## WEB

- WEB DESIGN
- USER EXPERIENCE DESIGN

# IDENTITY DESIGN



1

## DISCOVERY

I work closely with clients to uncover the unique qualities and characteristics of their brand. By combining research and intuition, I aim to bring clarity and definition to the brand's vision.

2

## CREATE

Your unique vision will be the driving force in this process. Incorporating your visual preferences, I'll experiment and develop eye-catching solutions that reflect your brand's vision.

3

## BRING IT TO LIFE

I'll guide the production of all collateral to ensure all brand elements are consistent bringing your brand to life as a fully realized representation of your vision and story.





# LONG WALK VINEYARD

IDENTITY DESIGN • PACKAGING • ILLUSTRATION • MARKETING COLLATERAL

PROJECT INQUIRES: 503.341.0445  
hello@colbybrooks.com

5428 N. Yale Street  
Portland, Or 97203

ARTFUL IDENTITIES FOR  
ADVENTUROUS CLIENTS

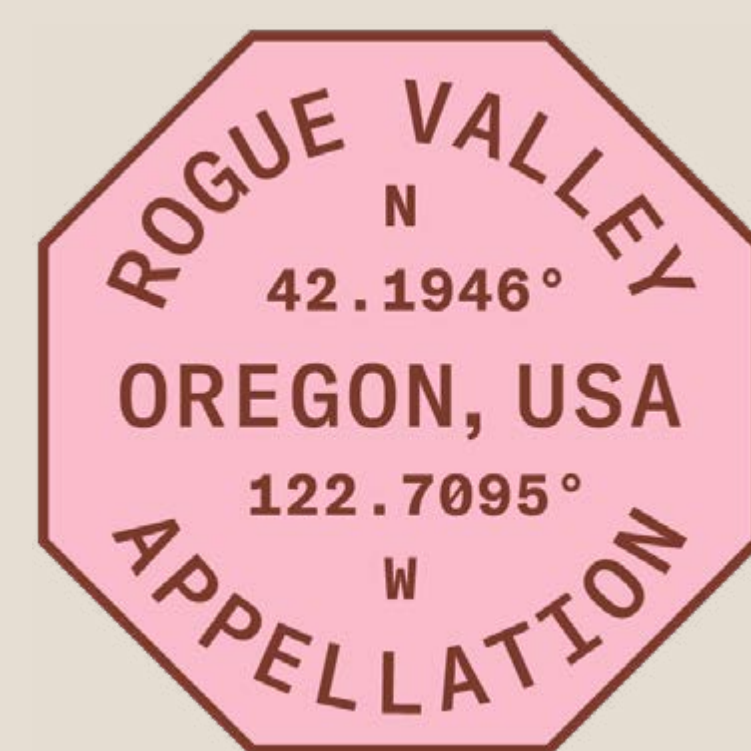




# LONG WALK VINEYARD

Graphic Mark and Custom Wordmark

I revitalized the brand and packaging for Long Walk Vineyard, a historic fruit orchard and vineyard with a commitment to sustainability. I showcased the unique story of the property and the O’Leary family’s efforts to create a healthy ecosystem through the winery’s brand and packaging.



Location Mark



Packaging and 3D Renders



Graphic Mark

2016 Mourvedre

Traulha Jornau for headings  
120% LEADING / NO TRACKING

Reserve Flight

Traulha Italica for subhead and special emphasis  
120% LEADING / NO TRACKING

Our Essential Flight collects our Rhône style wines most closely related to the original Provence region of southern France, but with a distinctive Southern Oregon character.

Traulha Regulara for body copy  
145% LEADING / NO TRACKING

One of our first rose bottlings, this single varietal wine shows off the beauty and longevity of Mourvedre.

Traulha Jornau for small copy  
145% LEADING / NO TRACKING

ROGUE VALLEY APPELLATION, ASHLAND OR.

GT America Mono Medium  
for information and badges  
120% LEADING / NO TRACKING

Type Hierarchy





Label Design and 3D Renders





Crafted from Estate-grown grapes, with devotion to restorative, organic practices and respect for the land and those who tend it.

1800 N. Valley View Rd., Ashland, OR 97520  
(541) 552-0534  
longwalkvineyard.com



## LONG WALK VINEYARD

### Spring Wine Club Release 2022



### Spring Wine Release



#### 2020 LWV Zinfandel

14.9% AVB

Intense aromas of stewed plum, blackberry cobbler, warm bread, beeswax and spicy oak fill the nose upon opening. On the palate, the fruits are less black than suggested aromatically and feature dark red cherries, berries and fresh prunes. Moving towards the finish, our 2020 Zinfandel becomes a bold bomb of ripe fruit and volume. The tannins provide just enough coarseness to prevent the wine from being dangerously easy to drink.

#### 2020 LWV Carignane

13.6% AVB

The 2020 Long Walk Vineyard Carignane displays alluring and delicate aromatics of plum and blueberry with hints of toast, pie crust and white flower. On the palate, the wine enters the mouth as a sleek blade of bright black fruits: marionberry and thick skinned plum. Tannins are still slightly furry, typical of the wine's youth, and resolve quickly to juicy fruits and a hint of black licorice.

#### 2020 LWV Field Notes

13.5% AVB

The nose first reveals dark notes of toast and caramel while aromas of graham cracker, white pepper, baking spice and dried lavender periodically inject a sweetness in the backdrop. The wine enters the palate with a dense plush texture that supports a mélange of plump black fruits - plum, blackberry and currant. The polished beginning and middle pleasantly become youthfully rustic on the finish suggesting notes of tobacco and cigar wrapper.



*Dear Friends,*

Another turn around the sun brings us to our Spring 2022 club release and an incredible line up of wines for your tables and cellars.

Since our last Spring release, we have seen many highs and lows, both on the world stage and here at home in the Rogue Valley. However, there is a peacefulness to the rhythm of tending the land through the seasons, crafting our wines, and creating experiences here at Long Walk for you - our wonderful wine community.

The 2020 vintage wines in this spring release are showing great depth, character and deliciousness and we are thrilled to raise a glass to them and to you.

Thank you for your continued support and enthusiasm for our wines and what we do here. We are so appreciative of all of you.

Cheers,  
Kathy and Tim O'Leary

### Flight Sheet



Crafted from Estate-grown grapes, with devotion to restorative, organic practices and respect for the land and those who tend it.

\$12 per flight

### Wines

#### 2019 Rosé

Our current release rosé is our favorite expression of this wine: dry, mineral-driven and delicious. A perfect year-round rosé to enjoy through the seasons.

#### 2017 Red

A taste of one of our red wines from our 2020 Spring Release - changes daily

#### 2017 Grenache

With light tannins and crisp acidity, our Grenache is both fruit forward and aromatic with notes of lavender, oregano and tobacco. This red wine is the perfect palate pleaser with a full body mouth-feel that lingers.

#### 2017 Mourvèdre

Pronounced mohr-VED-dra, this hard to say but easy to drink elegant, full-bodied red wine explodes on the palate with dark fruits and violets. Herbaceous aromas of black pepper and thyme fill the nose.

#### 2017 Syrah

An opulent wine bursting with aromas of raspberry and blackberry on the nose. A cornucopia of white and black pepper, violets, bacon and earth fill the palate.

### LONG WALK VINEYARD

STATE	ZIP
PHONE #	
EMAIL	
CREDIT CARD #	
EXPIRATION DATE	

### Flight Sheets

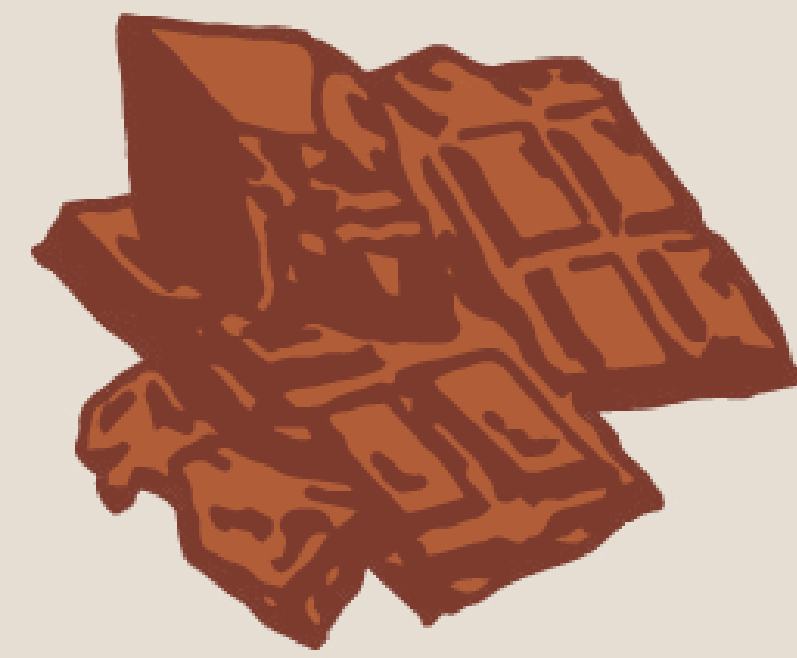
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\$40.00	\$34.00	
\$25.00	\$21.25	
\$25.00	\$21.25	
\$25.00	\$21.25	
\$25.00	\$21.25	
\$35.00	\$29.75	
\$35.00	\$29.75	
\$35.00	\$29.75	
\$35.00	\$29.75	
\$25.00	\$21.25	

Foldable Club Release Form





*Anise*



*Dark Chocolate*



*Cranberry  
Jam*



*Blackberries*



*Cherry  
Tolly Rancher*



*Tobacco*



*Strawberries*



*Watermelon*



*Rose Petal*



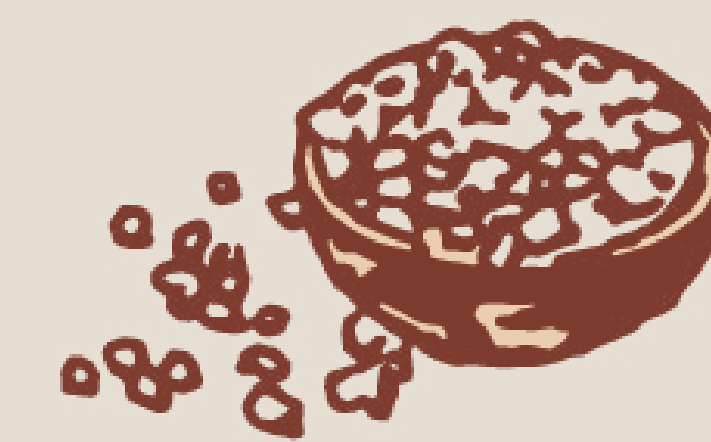
*Orange  
Rind*



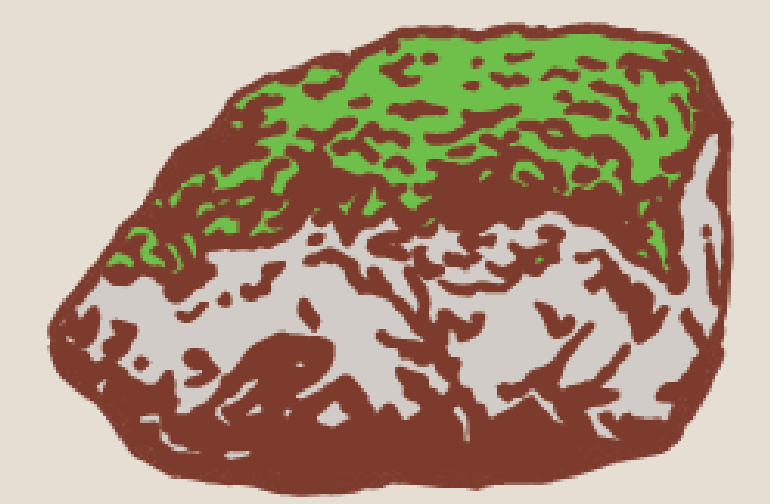
*Plums*



*Kalamata Olives*



*Salt*



*Wet Stone and Moss*



*Roast Meats*



*Eucalyptus*



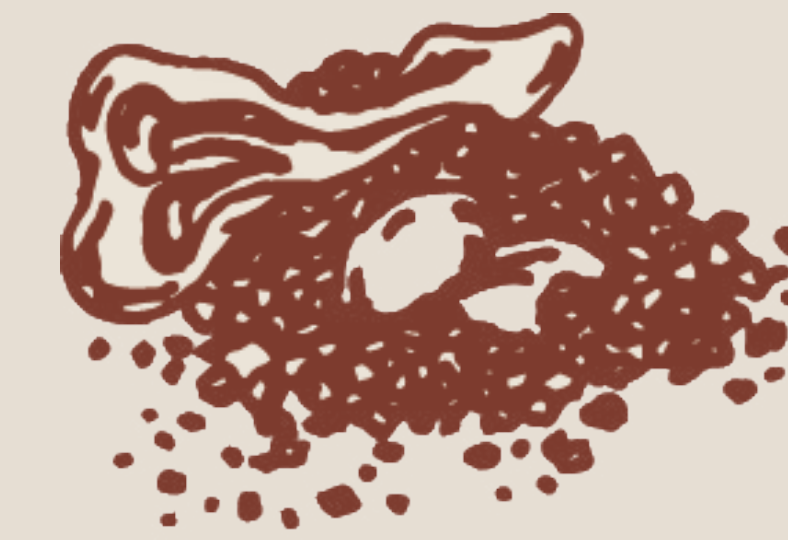
*Cocoa*



*Black Cherry*



*Violet*



*Earth*



*Vanilla*



*Sandalwood*



*Bing Cherries*



*Raspberry*



*Blueberries*



*Allspice*



*Rosemary*



*Baking Spices*

Tasting Note Illustrations





# FEAST PORTLAND

CAMPAIGN IDENTITY • EVENT COLLATERAL • SOCIAL MEDIA DESIGN

PROJECT INQUIRES: 503.341.0445  
hello@colbybrooks.com

5428 N. Yale Street  
Portland, Or 97203

ARTFUL IDENTITIES FOR  
ADVENTUROUS CLIENTS



I worked with Feast Portland on a mini-brand and social media campaign for 2021. Instead of the usual four day extravaganza they rethought the event as a series of three long weekends dubbed the Summer of Feast.

Along with logos, I created a typographic, color and illustration system for use across all of the events. The aesthetic highlighted the joy of getting back together and celebrating everything we love about food, community and our city of Portland.







# COLLECTIVE RETREATS

IDENTITY DESIGN • BRAND COLLATERAL • ILLUSTRATION • WEBSITE DESIGN

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# COLLECTIVE RETREATS

Graphic Mark and Wordmark

Collective Retreats brings luxury travel to extraordinary locations. For the brand, I aimed to strike a balance between sophistication and utility. The brand system was inspired by traveler's marks, and the primary mark features the symbol for shelter.

The website solved the complicated problem of telling Collective's story while also containing landing pages for an ever expanding group of locations.



Location Graphic Marks



Print Collateral

## COLLECTIVE EXPERIENCE

Theinhardt Bold for headings  
120% LEADING / 60 TRACKING

### *New York City, NY*

Le Jeune Text Italic for subhead and  
special emphasis  
100% LEADING / NO TRACKING

The hospitality, The views. The unique experience.  
I would take this trip a dozen more times, and want  
to hit every Collective Retreats location.

Le Jeune Text for body copy  
145% LEADING / NO TRACKING

### ROGUE VALLEY APPELATION, ASHLAND

Atlas Typewriter Medium  
for information and badges  
120% LEADING / 60 TRACKING

Type Hierarchy



Book Early and Save - Snag the best rates of the season

Enter your email address

Our Locations

THE COLLECTIVE EXPERIENCE

EVENTS

ABOUT US

BOOK NOW



COLLECTIVE RETREATS

Explore extraordinary destinations without sacrificing any luxuries

FEATURED IN TRAVEL + LEISURE

“Governor’s is a historic space, there’s nothing like it in NYC. We love the idea of our retreats providing a sense of escape or something special.”

Peter Mack, Founder & CEO

READ MORE



Website Design

BOOK NOW

Our Locations

GOVERNORS ISLAND  
New York City, NY

HUDSON VALLEY  
Hudson, NY

HILL COUNTRY  
Wimberley, TX

YELLOWSTONE  
Gallatin Gateway, MT

Coming Soon

SONOMA  
Sonoma, CA

VIEW ALL

Explore extraordinary destinations without sacrificing any luxuries.


BOOK NOW

Our Locations

COLLECTIVE EXPERIENCE

EVENTS

ABOUT US



Explore extraordinary destinations without sacrificing any luxuries.

CLOSE

Choose a Location

YELLOWSTONE

Open May – September

Gallatin Gateway, MT

Dates

< APRIL 2018 >

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					


Our Locations

THE COLLECTIVE EXPERIENCE

EVENTS

ABOUT US

BOOK NOW



COLLECTIVE YELLOWSTONE

Collective Yellowstone

ACCOMMODATIONS DINING ACTIVITIES EVENTS GETTING HERE OUR TEAM PRICING

HORSEBACK RIDING

TRAIL HIKE

FLY FISH

OBSERVE THE WILD

Located within Big Sky's exclusive Moonlight Basin community, Collective Yellowstone has an enchanting high alpine feel, set on a freshwater pond and surrounded by towering mountains. It's the best of lake and forest, with awe-inspiring views and plenty to fill your days, from world-class fly fishing to lake paddleboarding.


View more Activities

WHERE WILL YOU STAY?

Learn more about all three types of accommodations we offer. The Summit Tent, Outlook Shelter & Journey Tent.

FEATURED RETREAT

COLLECTIVE VAIL



“The hospitality. The views. The unique experience. I would take this trip a dozen more times, and want to hit every Collective Retreats location!”

TRIP ADVISOR

HORSEBACK RIDING

TRAIL HIKE

FLY FISH

OBSERVE THE WILD

Surrounded by 1,000 acres of working ranch land, with an onsite winery and miles of hiking and horseback riding trails, Collective Vail is the best of Colorado countryside. Each night, you can sit on your private deck for the spectacular sight of hundreds of horses galloping off into the sunset.

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ARTFUL IDENTITIES FOR  
ADVENTUROUS CLIENTS

015



# LOGOMARKS

BON VIVANT  
*Rosé*

*Summer  
Feast*



LOGOS AND WORDMARKS

VARIOUS CLIENTS

# LABEL DESIGN





Tiptleman's Packaging Refresh



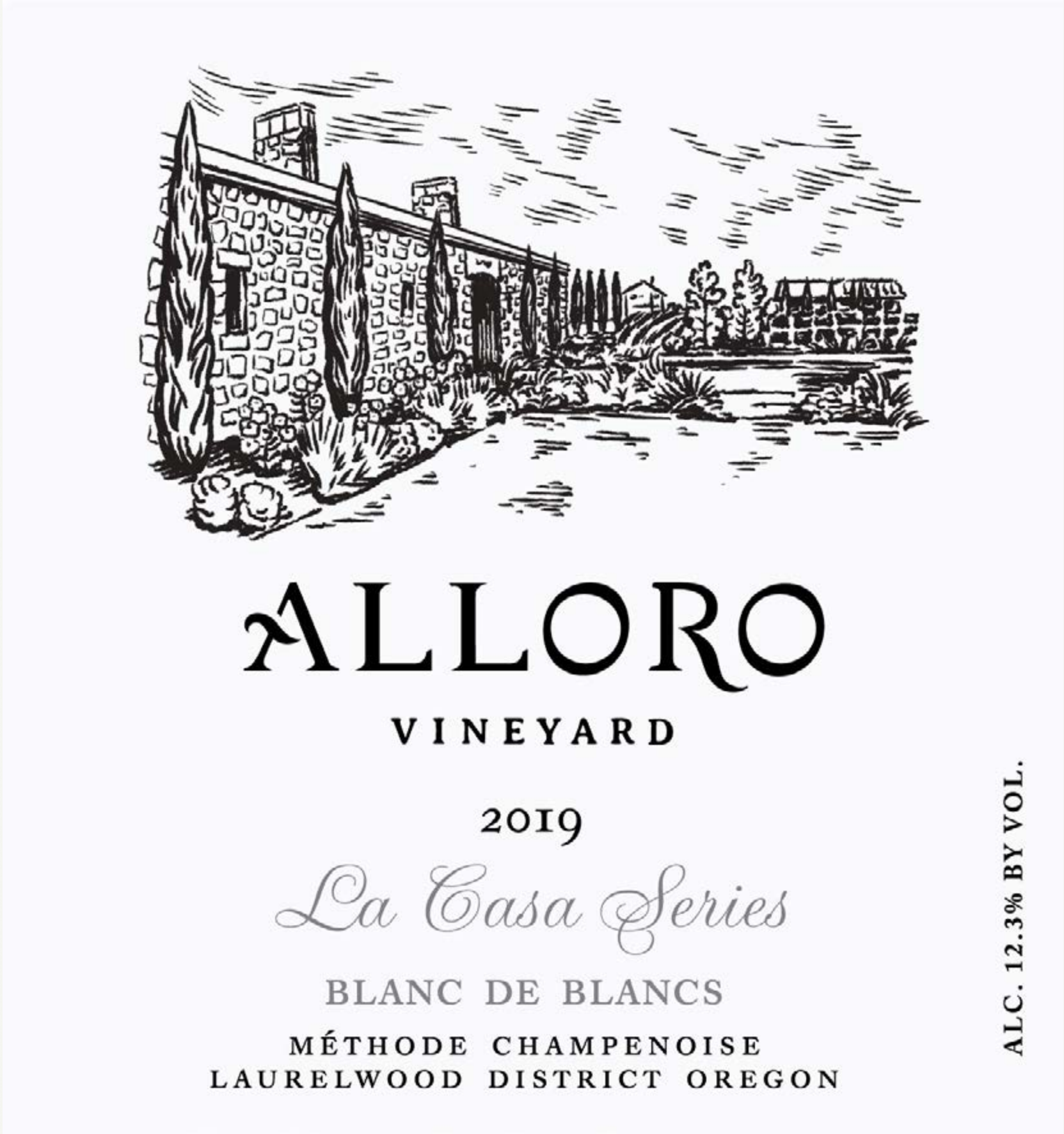
Coast Brewing



Bon Vivant Rose



Packaging concept for Real Good Food



Illustrations for Alloro Vineyard



Anne Amie Vineyards



Illustrations for Straightaway Cocktails



VARIOUS CLIENTS

LABEL DESIGN & ILLUSTRATION

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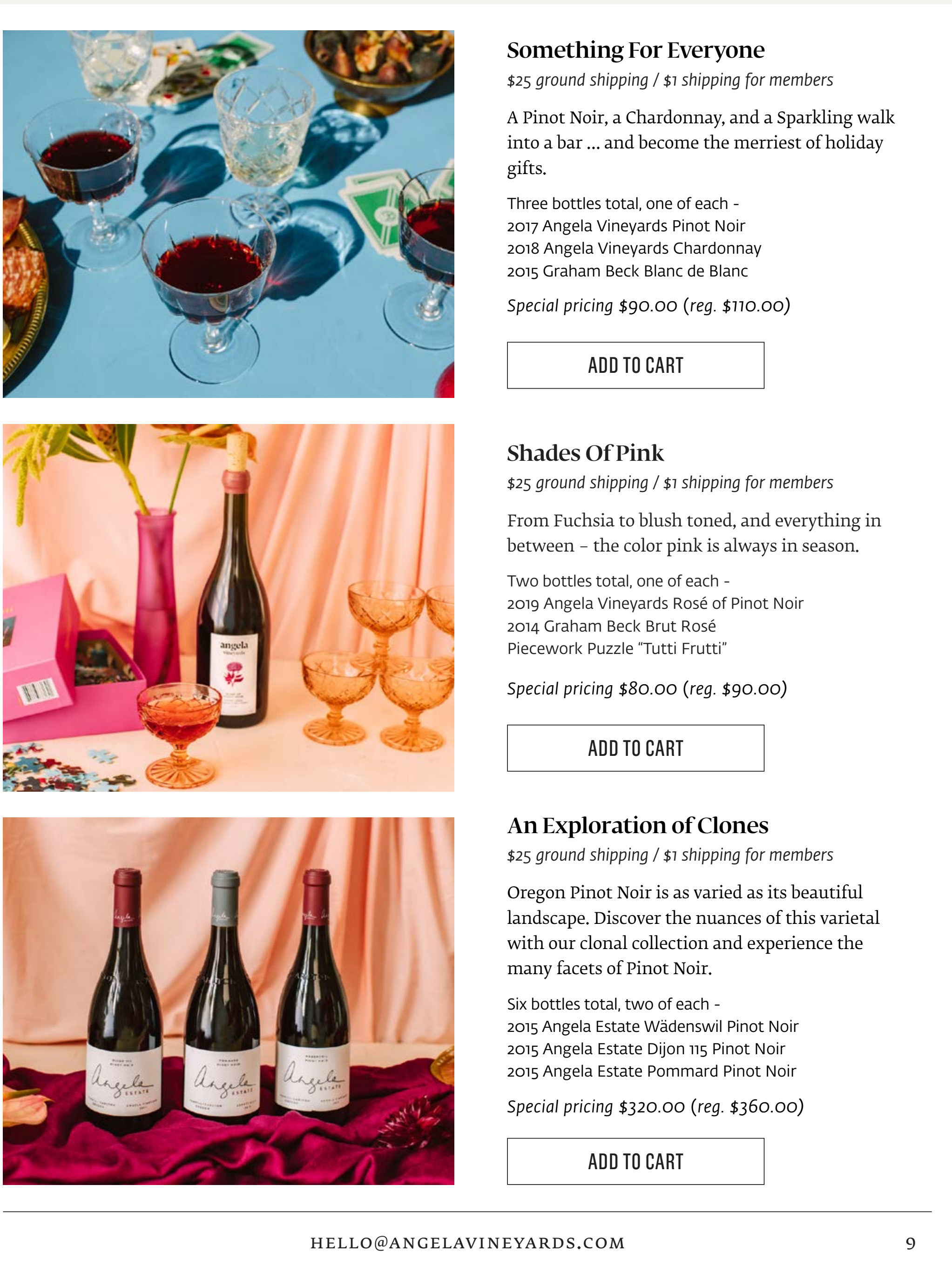
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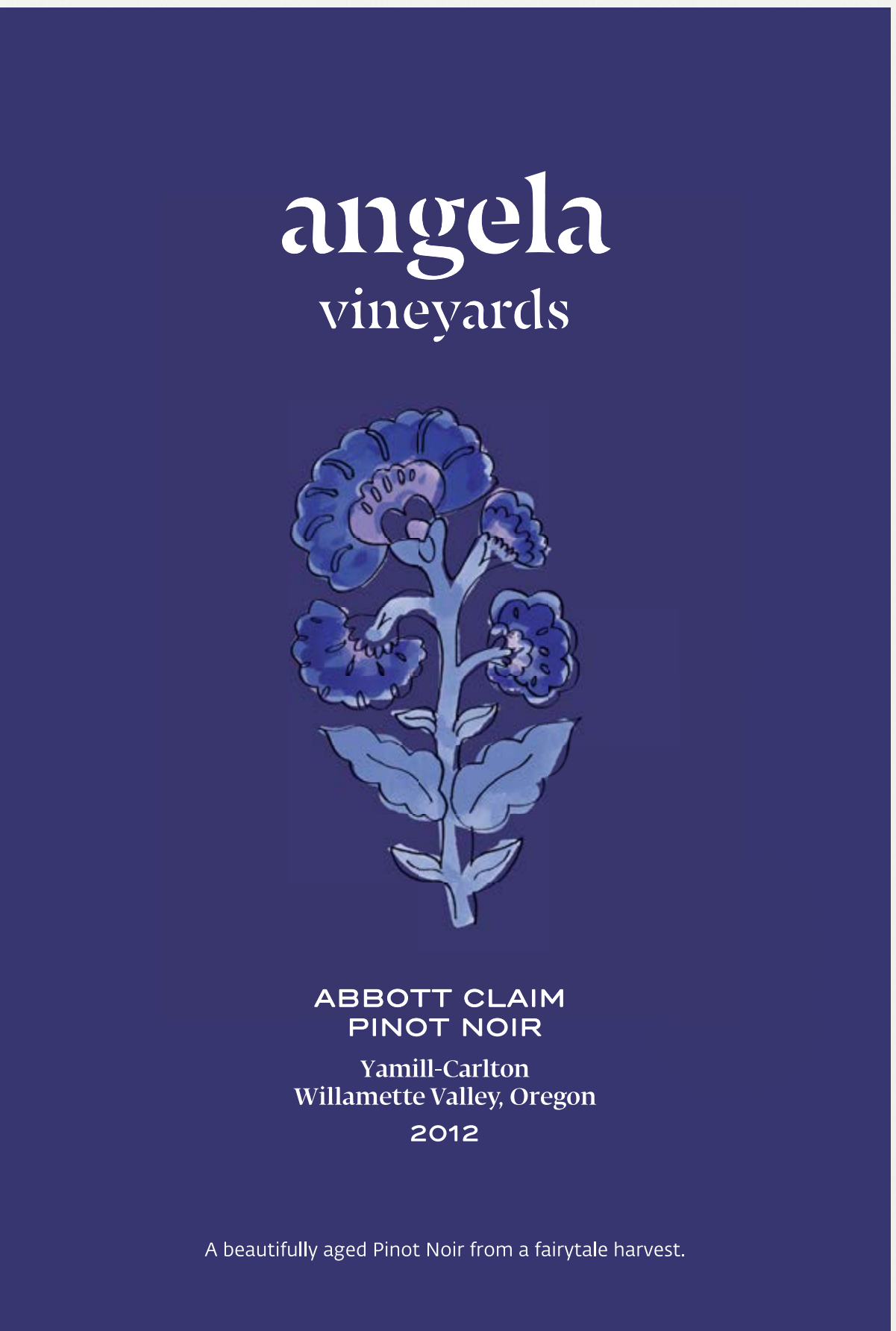
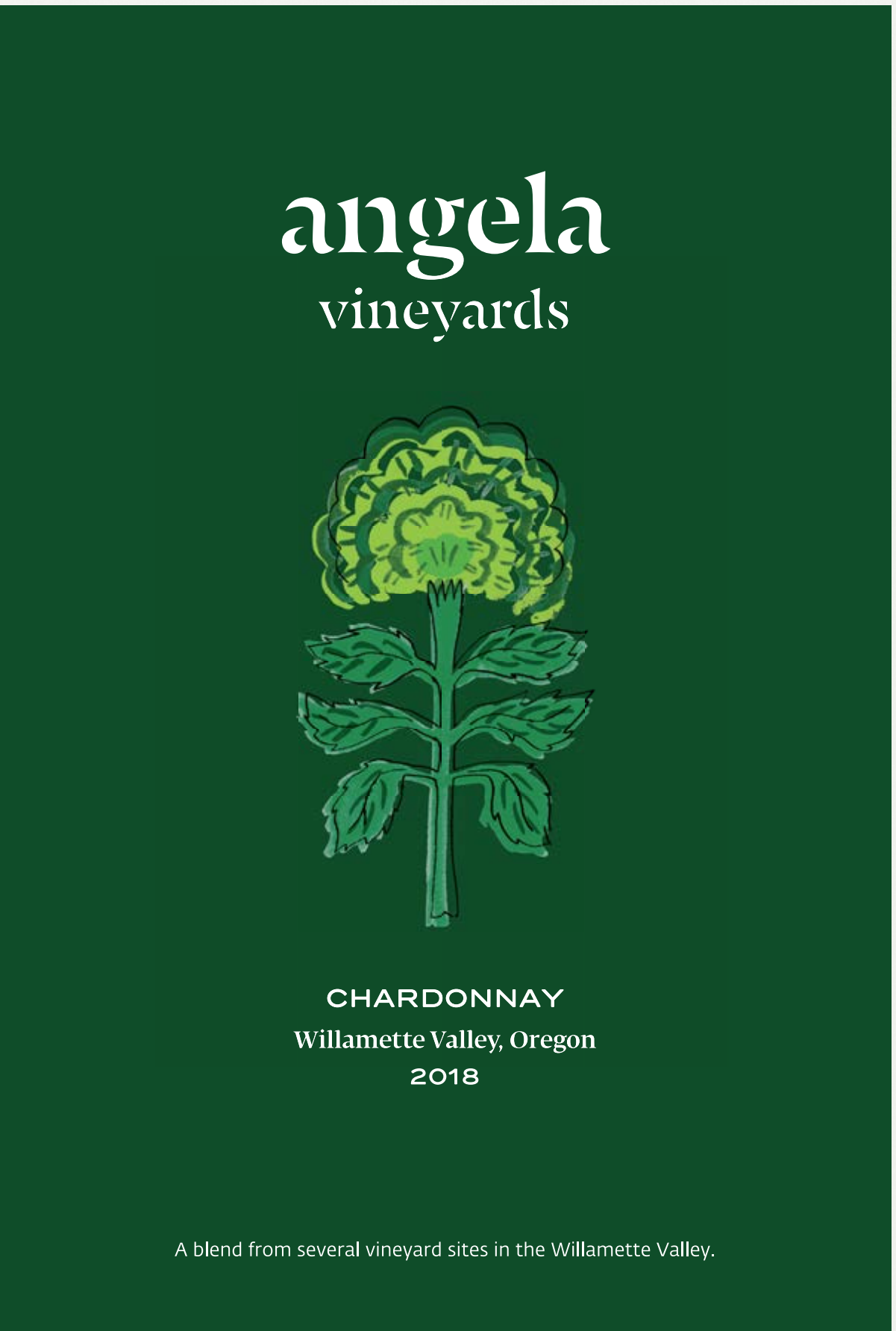
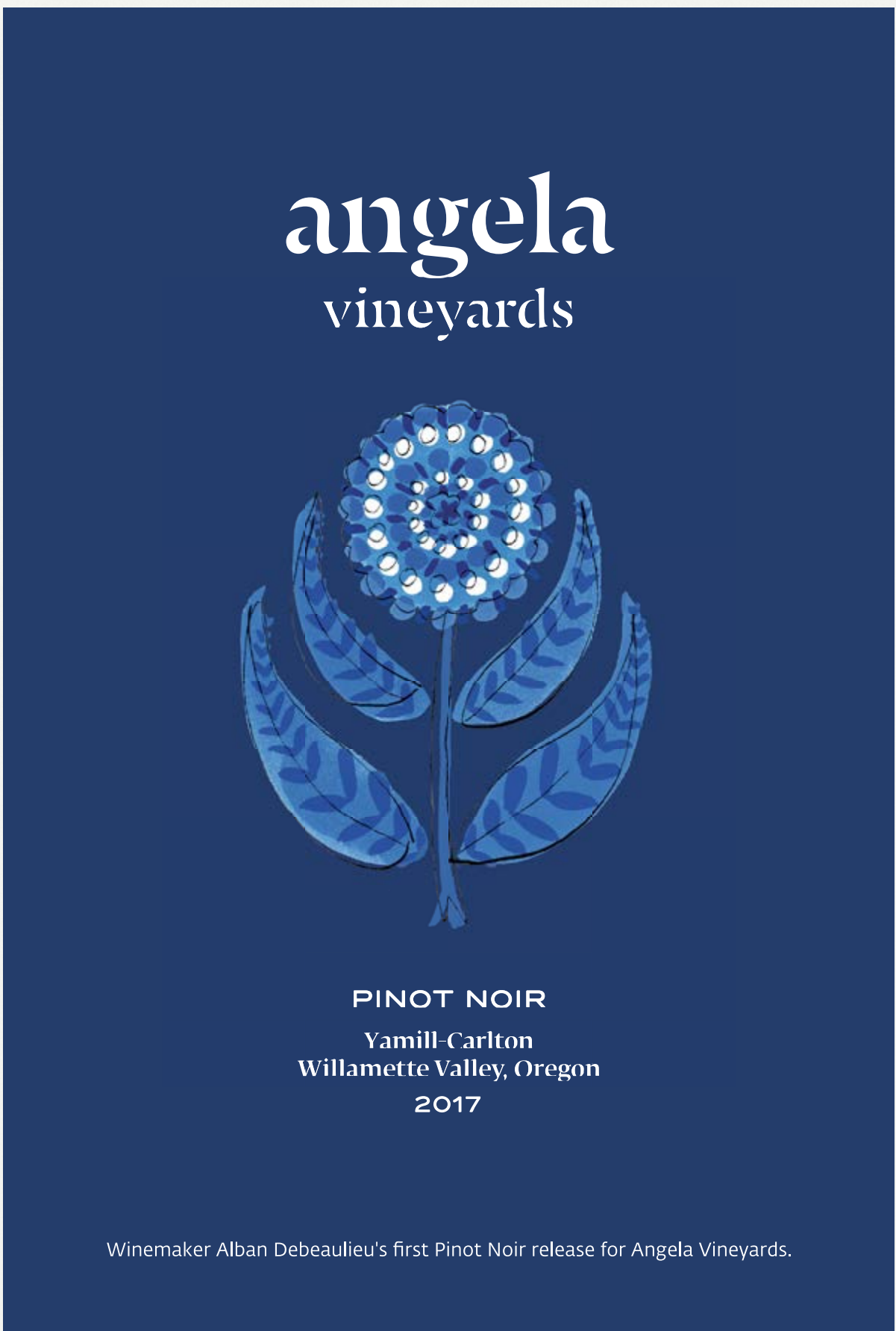
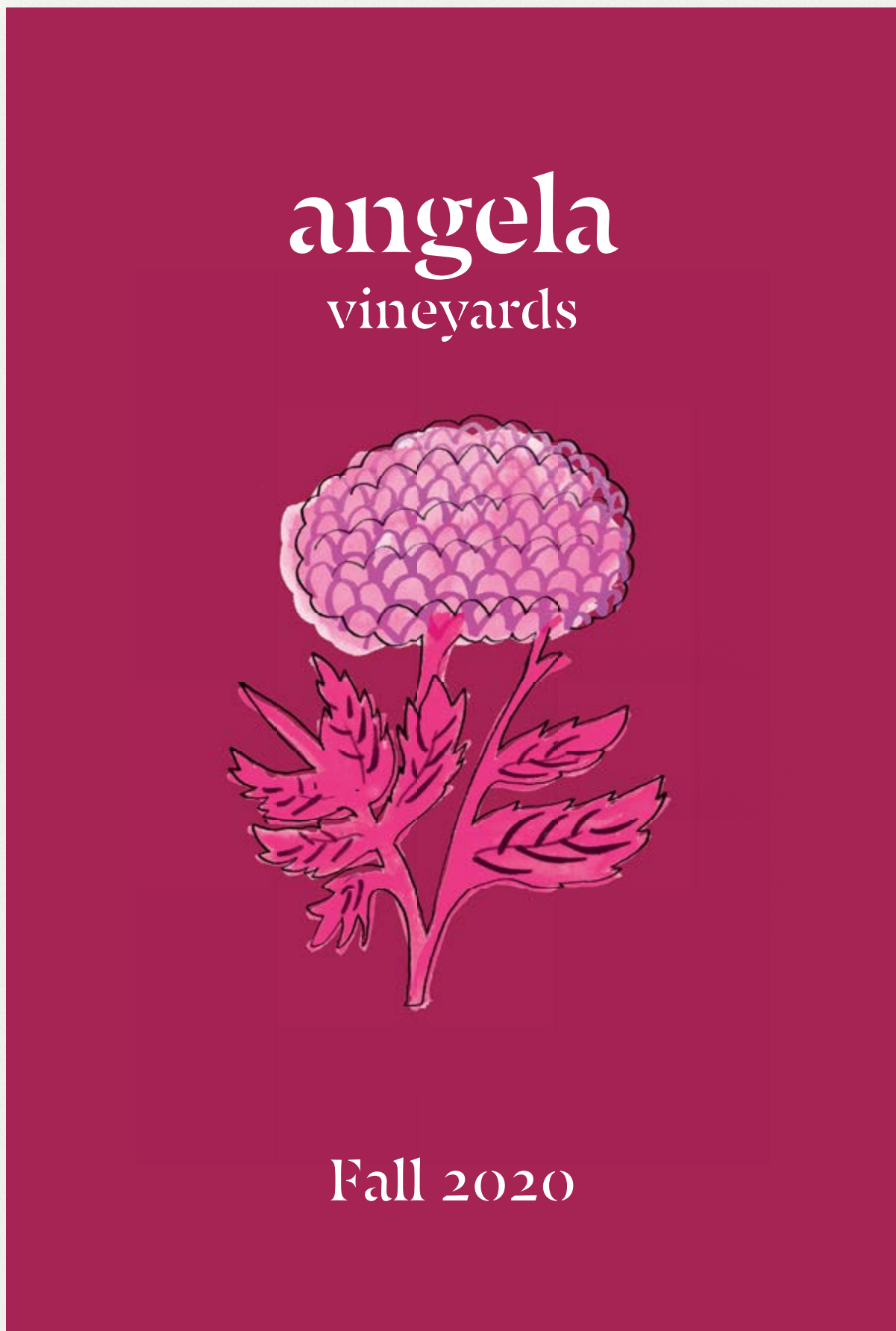


# PRINT COLLATERAL





Digital Holiday Guide



Recipe Cards for Club Inserts

COLLATERAL DESIGN

ANGELA VINEYARDS

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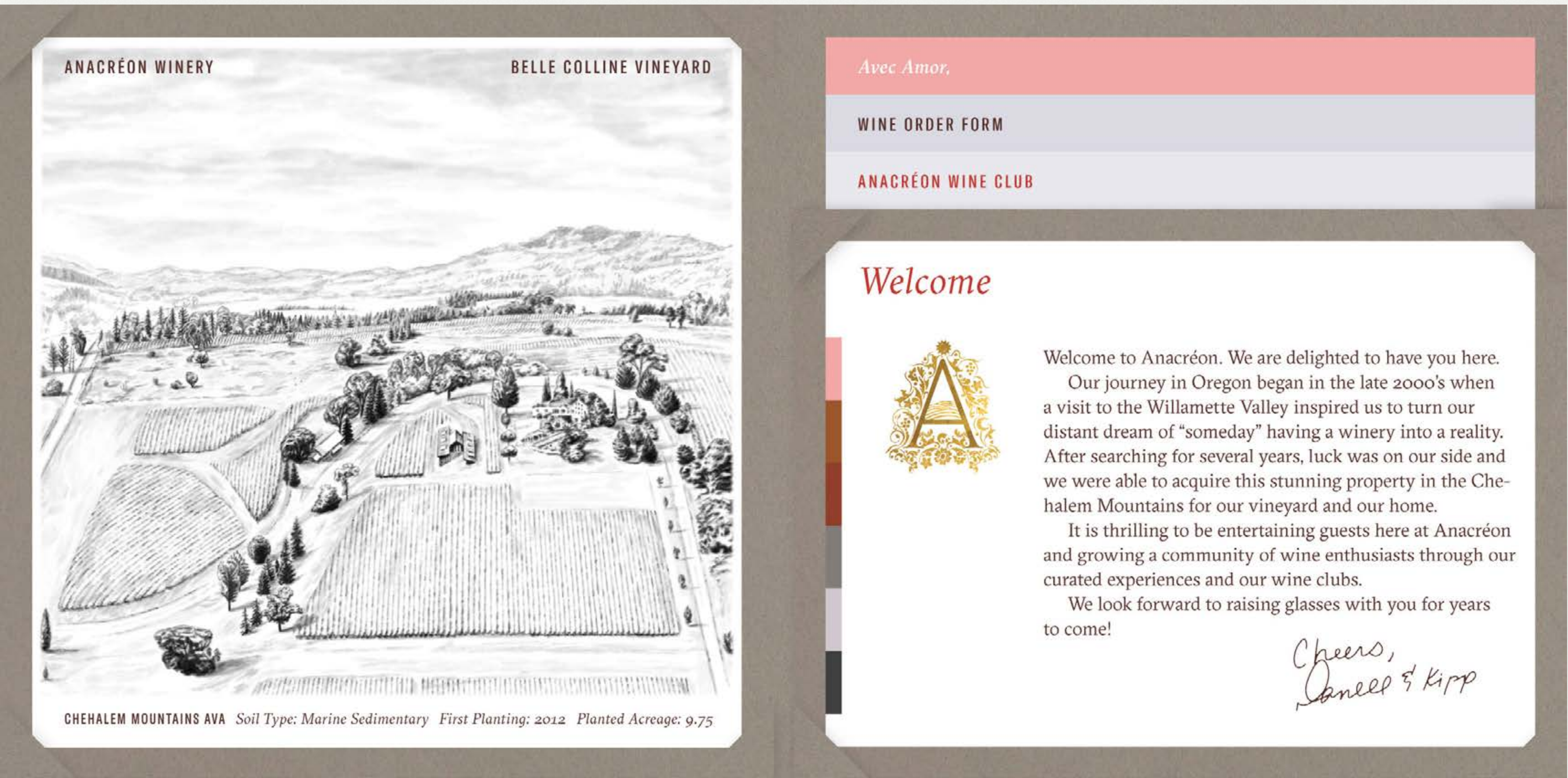
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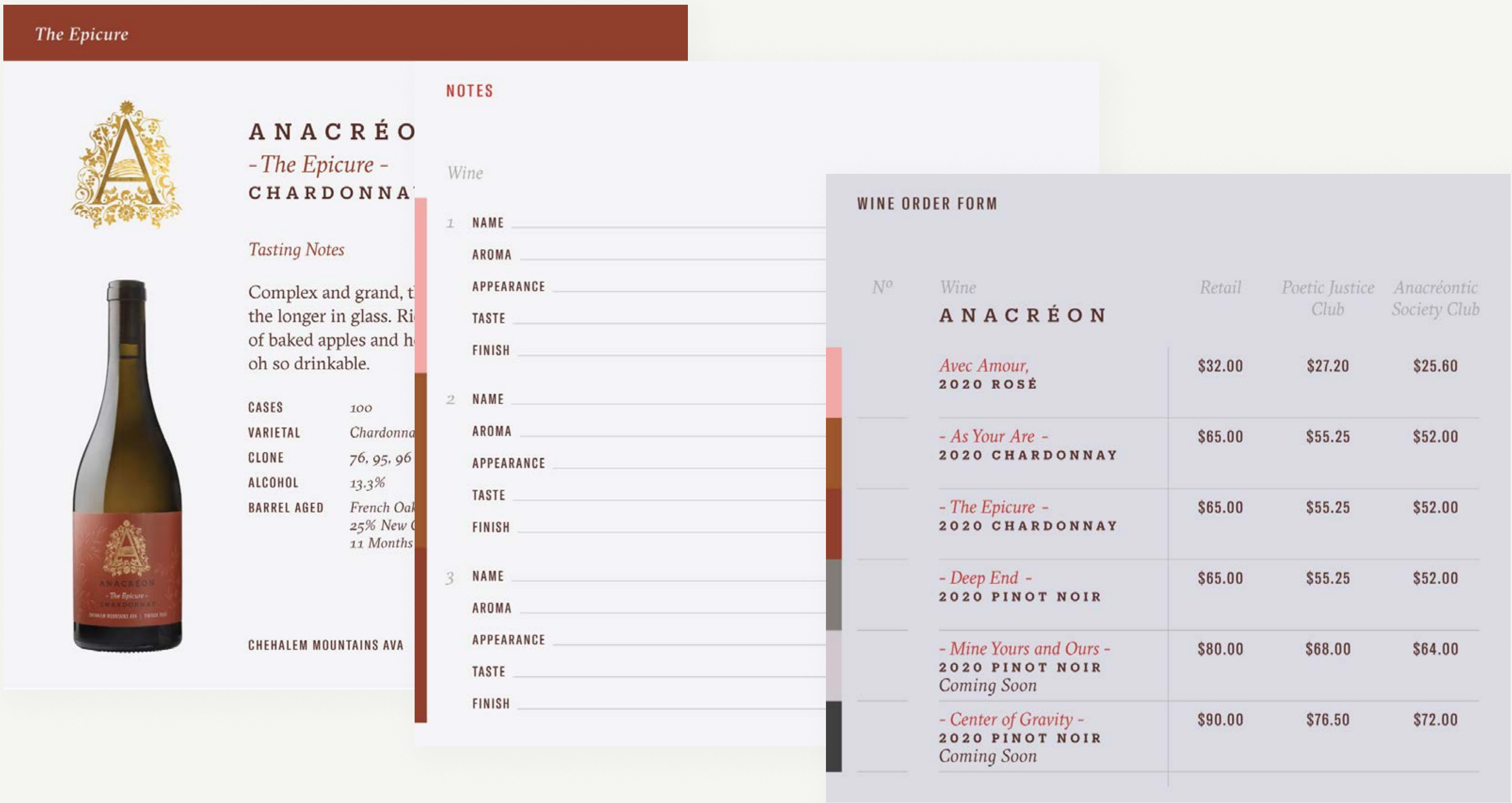




Cellar Club Release Envelope for Alloro Vineyards



Estate Club Booklet for Anacréon Winery



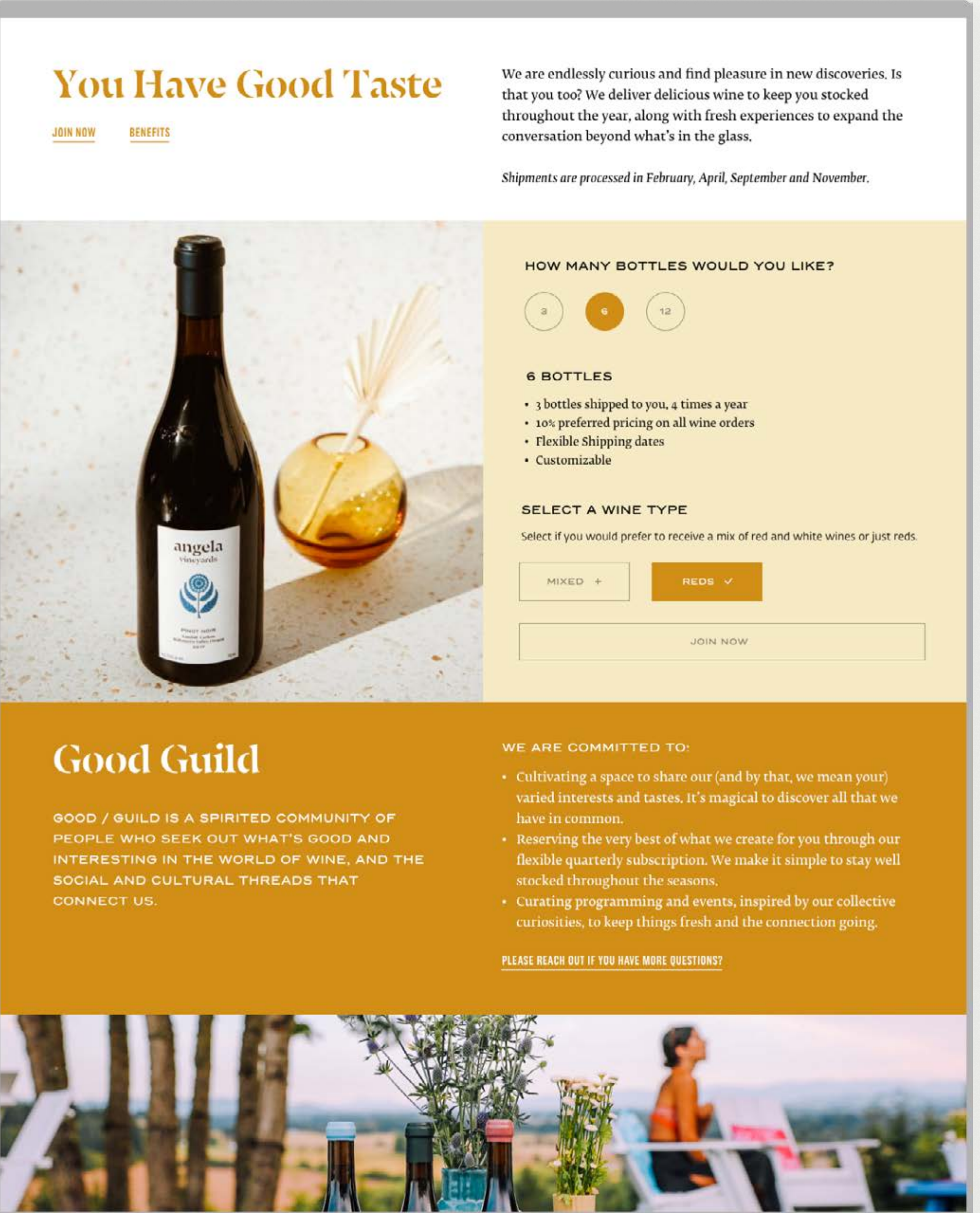
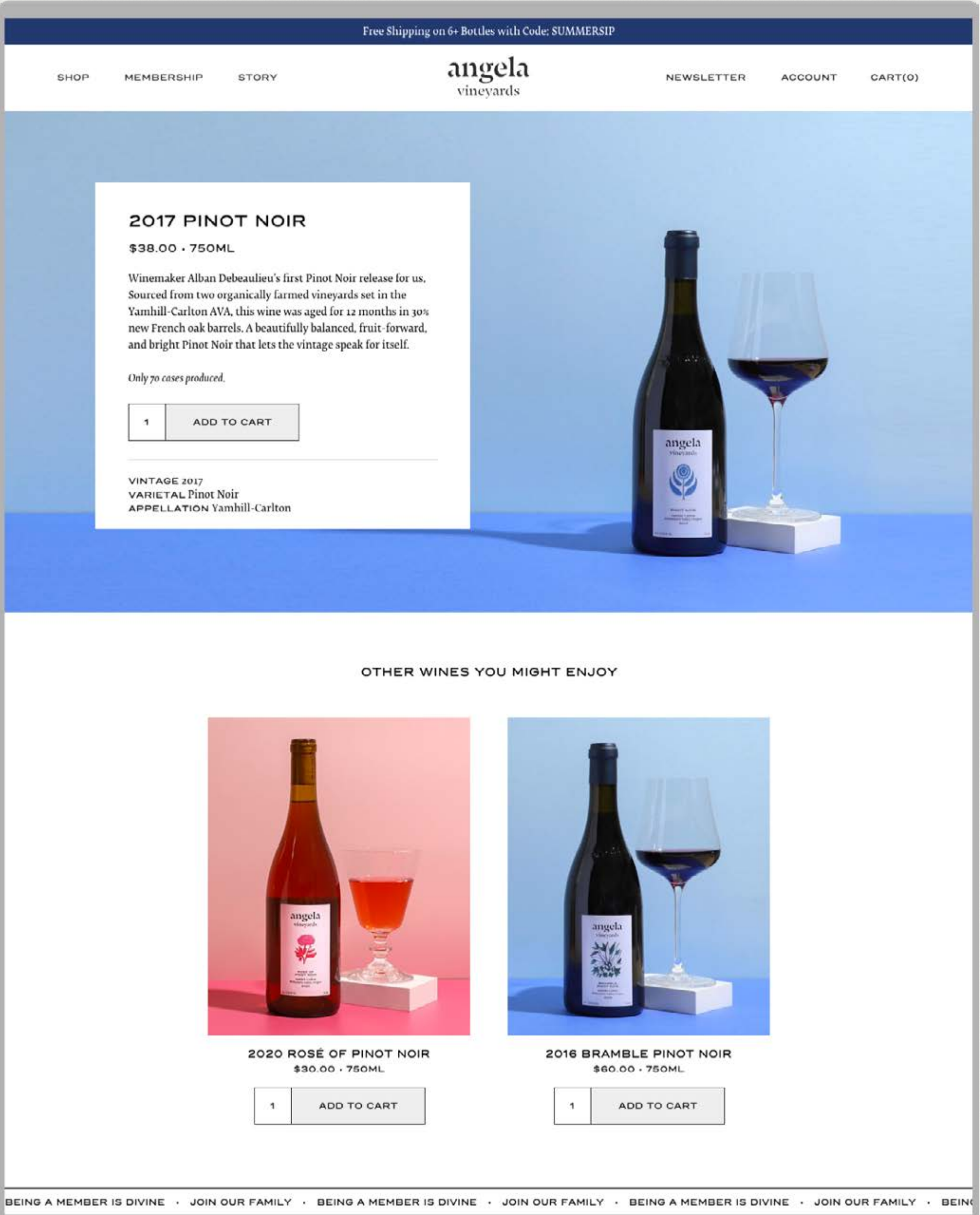
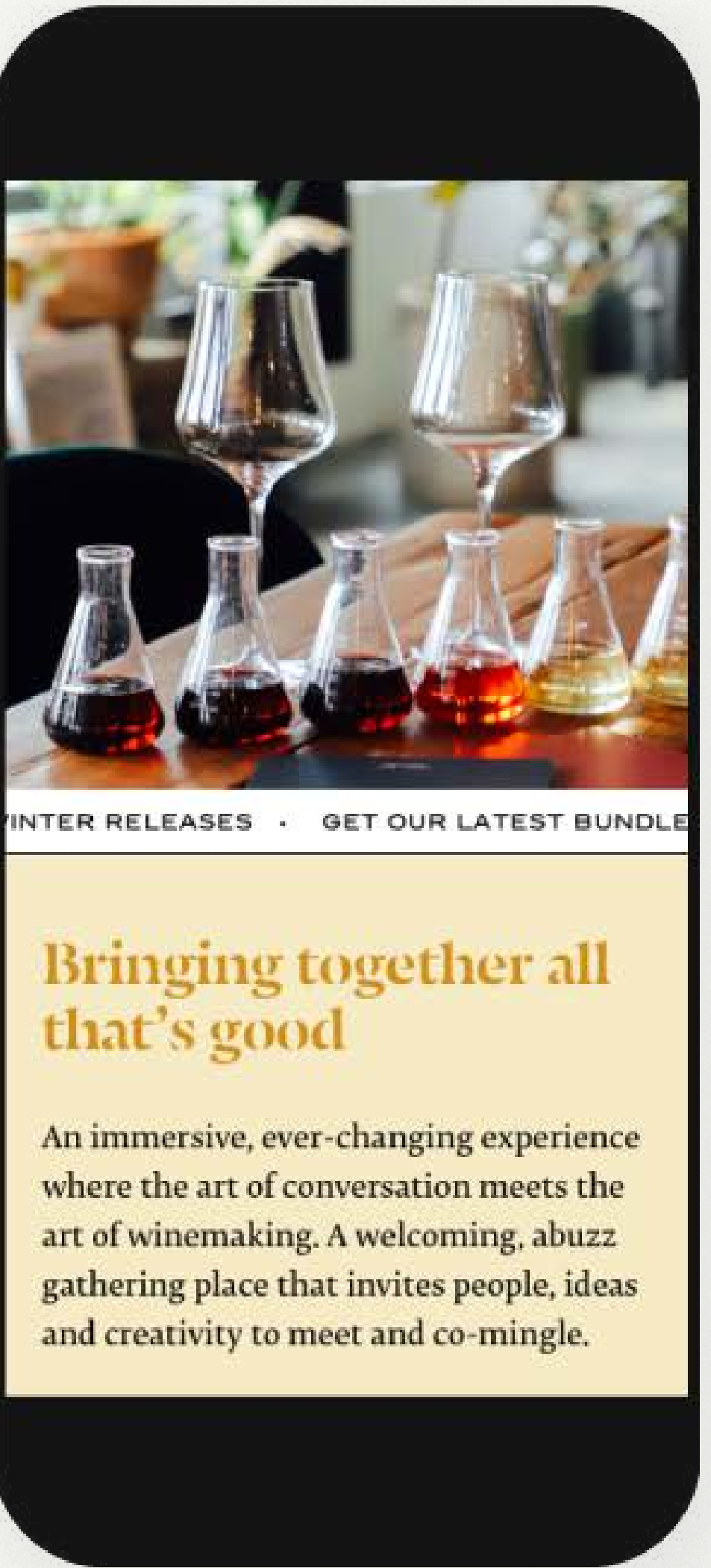
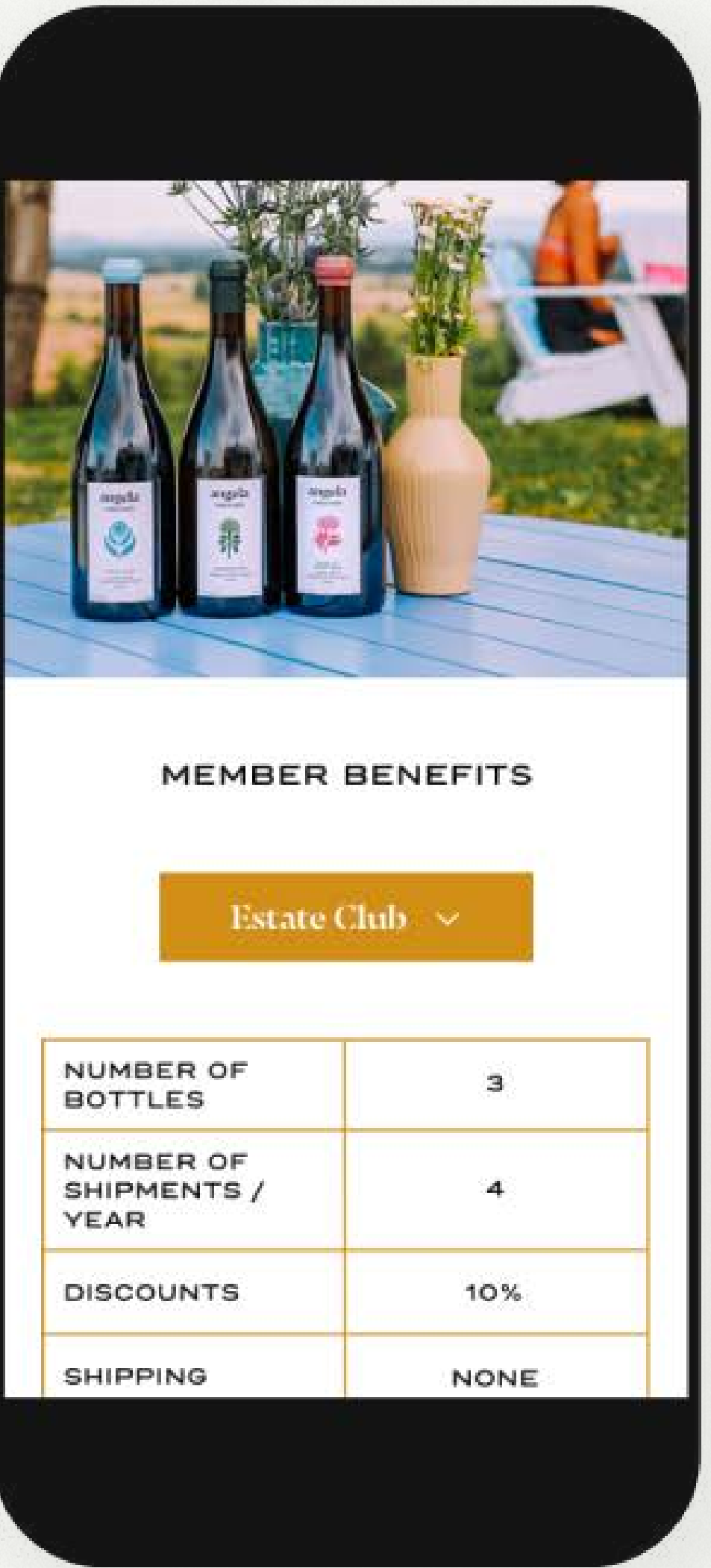
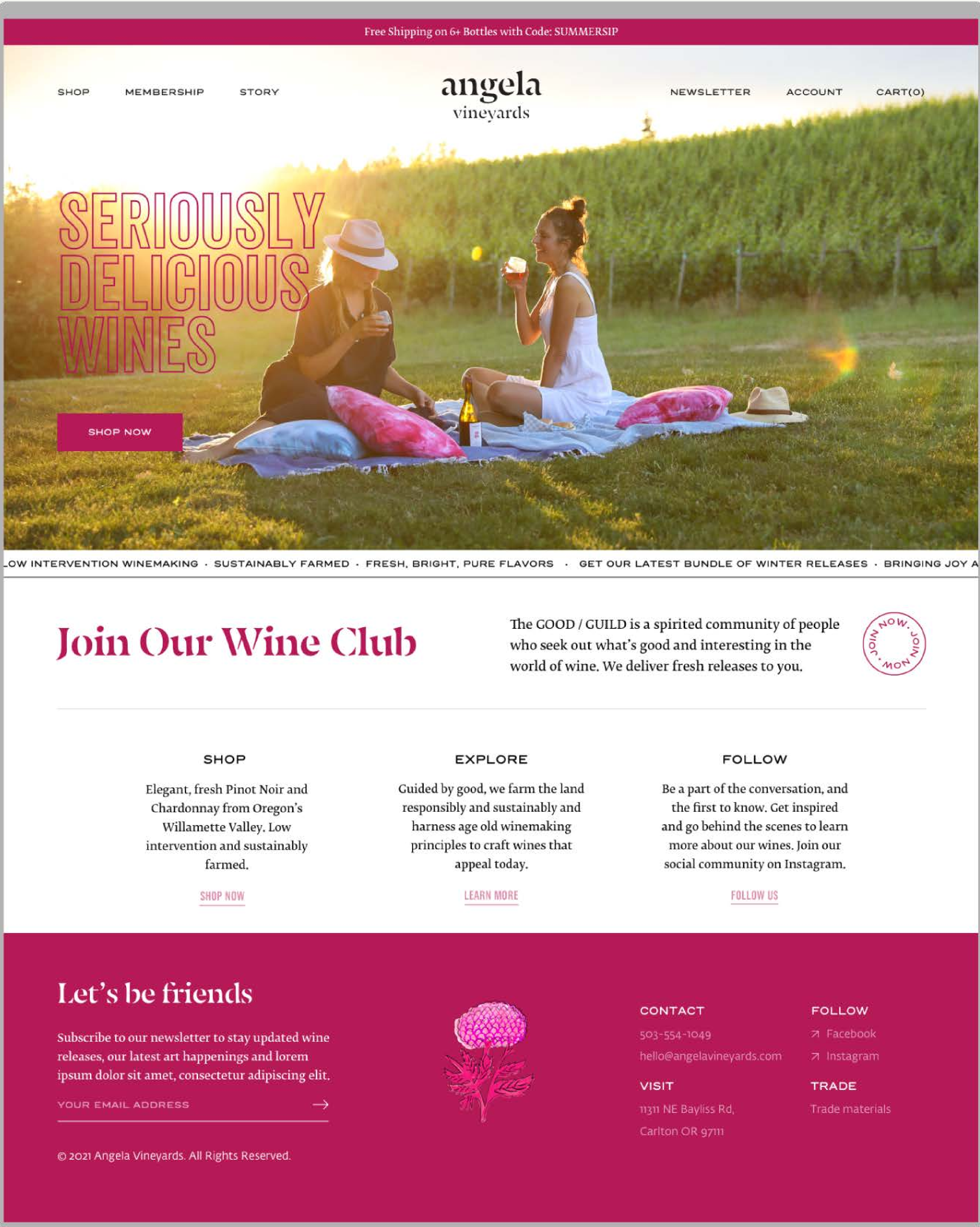
COLLATERAL DESIGN

VARIOUS CLIENTS



# WEBSITE DESIGN





WEBSITE DESIGN

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ARTFUL IDENTITIES FOR  
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ANGELA VINEYARDS

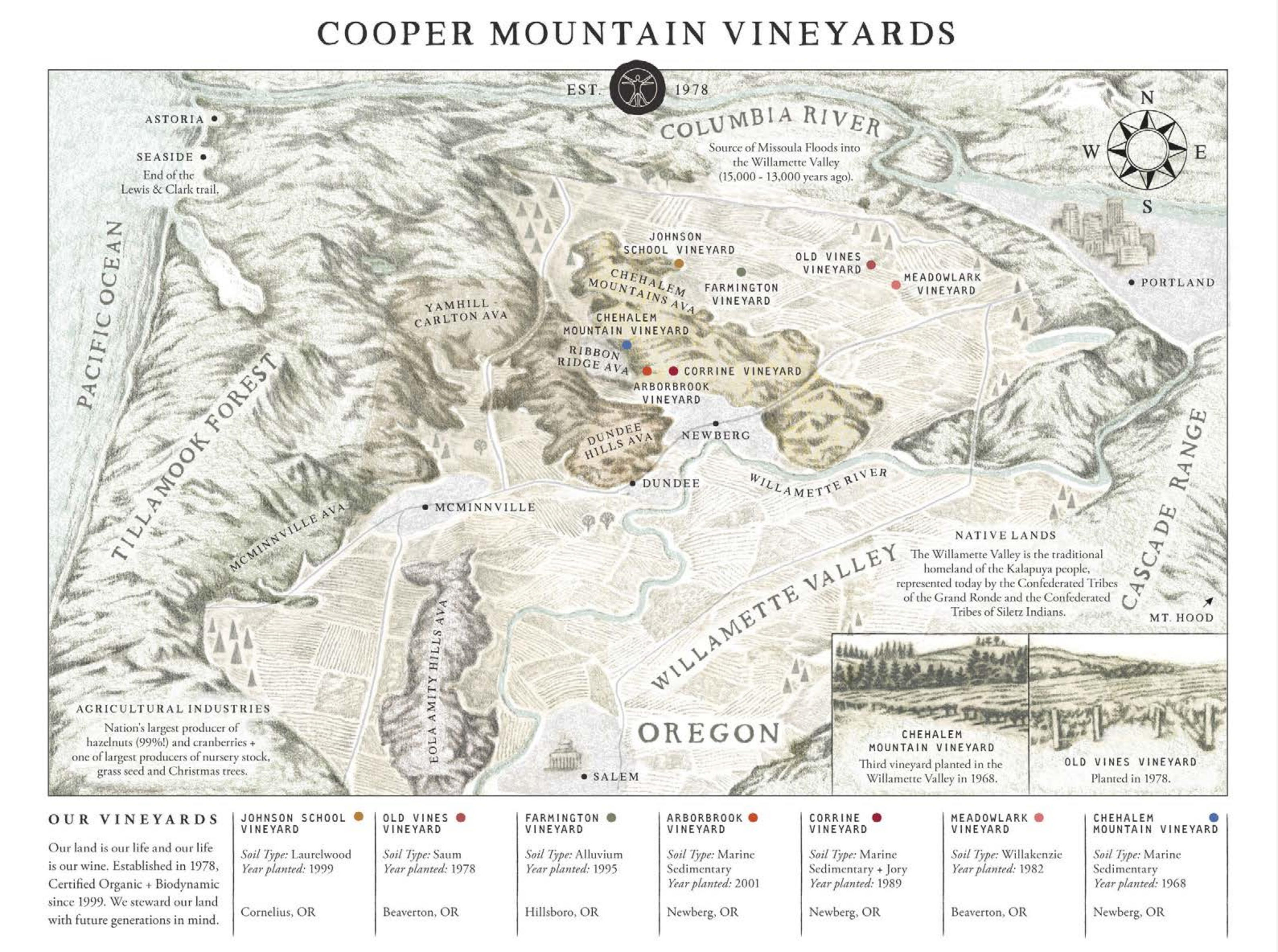


# ILLUSTRATION





ILLUSTRATION



VINEYARD MAPS

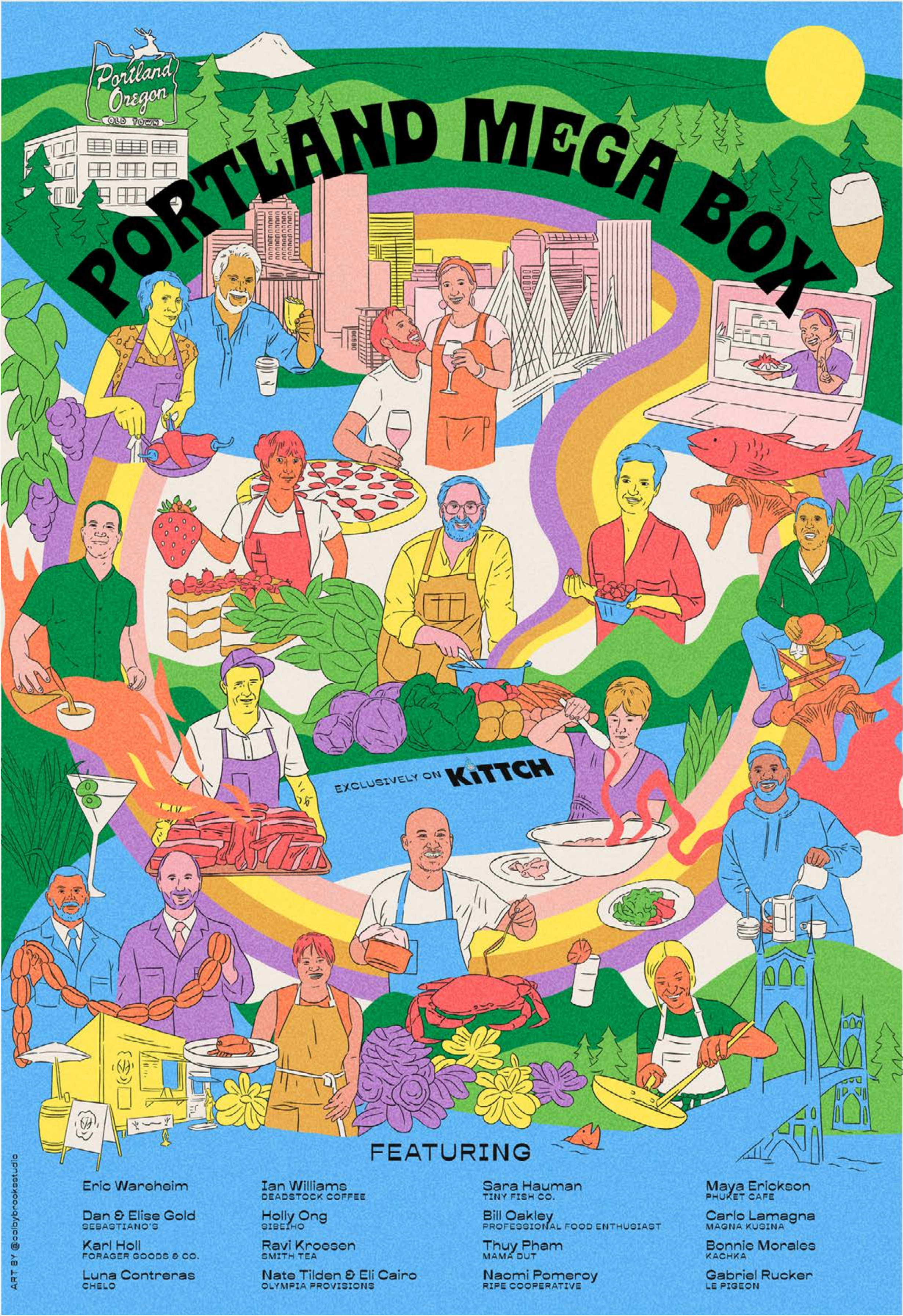




ILLUSTRATION

VARIOUS CLIENTS





ILLUSTRATION

VARIOUS CLIENTS





ILLUSTRATION

WATERCOLOR

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ADVENTUROUS CLIENTS



# THANKS

My mission is to bring client visions to life through impactful, artful solutions that make brands stand apart.