

The Promise Land



Priest Ranch Wines

Rugged, rustic and untamed. Priest Ranch wines are both wild and refined at the same time. Drinking them takes you back to the 1800's when Priest Ranch was first settled. It's the Old West in a bottle!



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"Plumblin evolved and expanded the look of the Priest Ranch brand and took it to an entirely fresh and new place - giving it new life on the shelf and on the web."

- Craig, Winemaker at Priest Ranch

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"I once read that evolution isn't a force, but a process... and sometimes a painful one. This was not that. The rich and true and storied history of the actual working Priest Ranch from where these magnificent wines are made—wandering sheep, wild grass and ancient wood—all served as true and excellent inspiration in our process of evolving this brand and bringing it to consumers anew."

- Robert, Design Director at Plumblin



Specifically Plumblin re-invented the Priest Ranch brand. Starting with a new identity, and followed by new wine label designs, a new website, and marketing collateral, all of the elements were created to support the story of the wine.

D *"It's always fun to invent a new personality for a brand. We really enjoy coming up with a story to support a brand like Priest Ranch."*
- Dom, Principal at Plumblin

Creative.

We're Creative.

We're bold. Enthusiastic. Passionate about what we do. We gather inspiration from the things that most people overlook. We are consistently driven to create something new or different. To explore, imagine, invent. But creativity without purpose is nothing more than a pretty idea. So we add action to creativity and the result is design that not only looks good, but also makes people respond.



It Ain't Magic.

There's nothing up or sleeve. Really. To get your message across uniquely, clearly, and convincingly, we need to work in the real world. Good design solves communication problems, but great design strikes that delicate balance between strategy and aesthetics. And that can only be achieved with expertise, insight, and effort. There's nothing mystical about it. Yet it's magic when it all comes together.



We Make New.

You're probably not going to hire a creative firm to give you what you already have or to do what you could do yourself. You have an idea that you need to make real. You need to make it stand out. Be seen. Get heard. To do that, you need us to create something that is new or better than it was when you brought it to us. That takes brains, effort, dedication, and talent. And sometimes, it takes a leap of faith.

Plumblin^e

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