

**Beauty &  
Bounty**

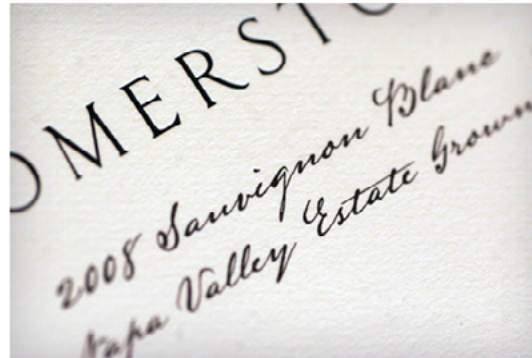
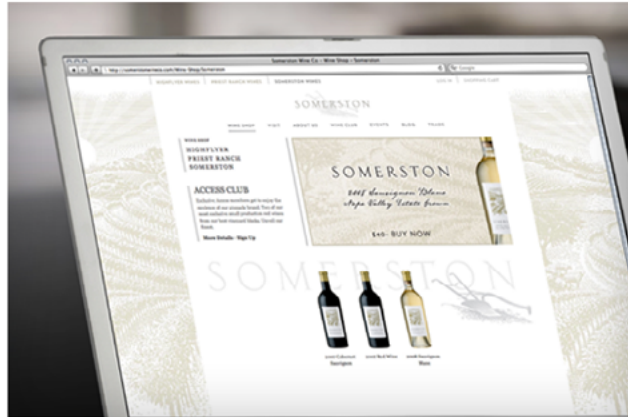


## **Somerston Wine Co.**

Somerston is more than a wine. It's a place. The magic and beauty of that place is truly inspiring. And the essence of that place is captured in each delicious sip.



**D** “We are thrilled that we chose Plumblin to brand Somerston. Their approach was strategically on target while being real world in terms of budget, time-lines, and logistical considerations. I felt that Plumblin definitely provided high-quality creative comparable to the major design firms while being incredibly flexible and easy to work with.”  
- David, Director of Marketing at Somerston



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"Imagine cresting a hill, after a long night of traveling on foot, and being greeted by a sunrise bringing with it the beauty and bounty of the surrounding land. A lake beckons beyond a steep terraced and trellised hillside. For Somerston, our mission was to communicate the magic and majesty of this truly special Napa Valley location... and all it took was several thousand tiny etchings and some old-world technique."  
- Robert, Design Director at Plumblin



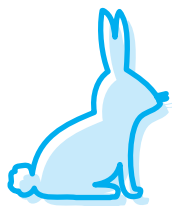
**Specifically** Plumblin invented the Somerston brand after seeing and hearing about the almost other-worldly beauty of the Somerston Ranch property. We provided brand identity design, wine label design, and print collateral design. Then we continued to help build the brand by providing ongoing advertising and promotional design services.

**D** *"My favorite moment of this project for me was when we received the art from Michael Halpert - one of the best sketch board artists alive today. The detail work in that drawing is simply amazing."*  
- 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<sup>e</sup>

[info@plumblin<sup>e</sup>.com](mailto:info@plumblin<sup>e</sup>.com) | 707.251.9884

1754 2nd Street, Suite C | Napa, CA 94559