

Focus Design Featured in American Corporate Identity Annual/25

The prestigious American Corporate Identity Annual has selected three projects from Focus Design's creative work for inclusion in their American Graphic Design & Advertising 25 publication, releasing in November 2009.

We are honored to be chosen this year from among 3,500 competing entries to join the lineup of other winning selections that reflect the very best in the American graphic design and advertising industry.

The first entry selected was the Complete Branding System for Rosendin Electric. This included development of a new identity, website, corporate brochure, building signage, vehicle and equipment graphics.

Focus Design also won two packaging design awards. The first winning packaging design piece was the Chateau White Marinade Sauce for Golden West Specialty Foods. This is the first application of their house line, "Chateau." The brand mark was created from an 18th century printing block of a French country estate. The design combined typefaces and decorative graphic elements from the same era with simple two color printing on Kraft paper. The label was designed to display an authentic handmade quality.

The second packaging piece selected was Subio Rocinante. Subio Wines is a new winery dedicated to creating a versatile, high quality and great tasting Rosé. The brand name "Subio" means "To Rise." Our goal was to create a brand image featuring a bird soaring above vineyards to position Subio as a Rosé above the rest. The design is set within a stain glass window treatment, inspired by early California Spanish missions.

Established in 1997, Focus Design is an award-winning brand communications firm that develops strategically driven design and advertising solutions for consumer and business-to-business applications. We provide exceptional creative work in strategy development, identity, print and package design, advertising, websites, direct response, and event design--all directed towards building greater awareness for our clients' brands.

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Rosendin Electric Website



Chateau Label



Subio Wine Label