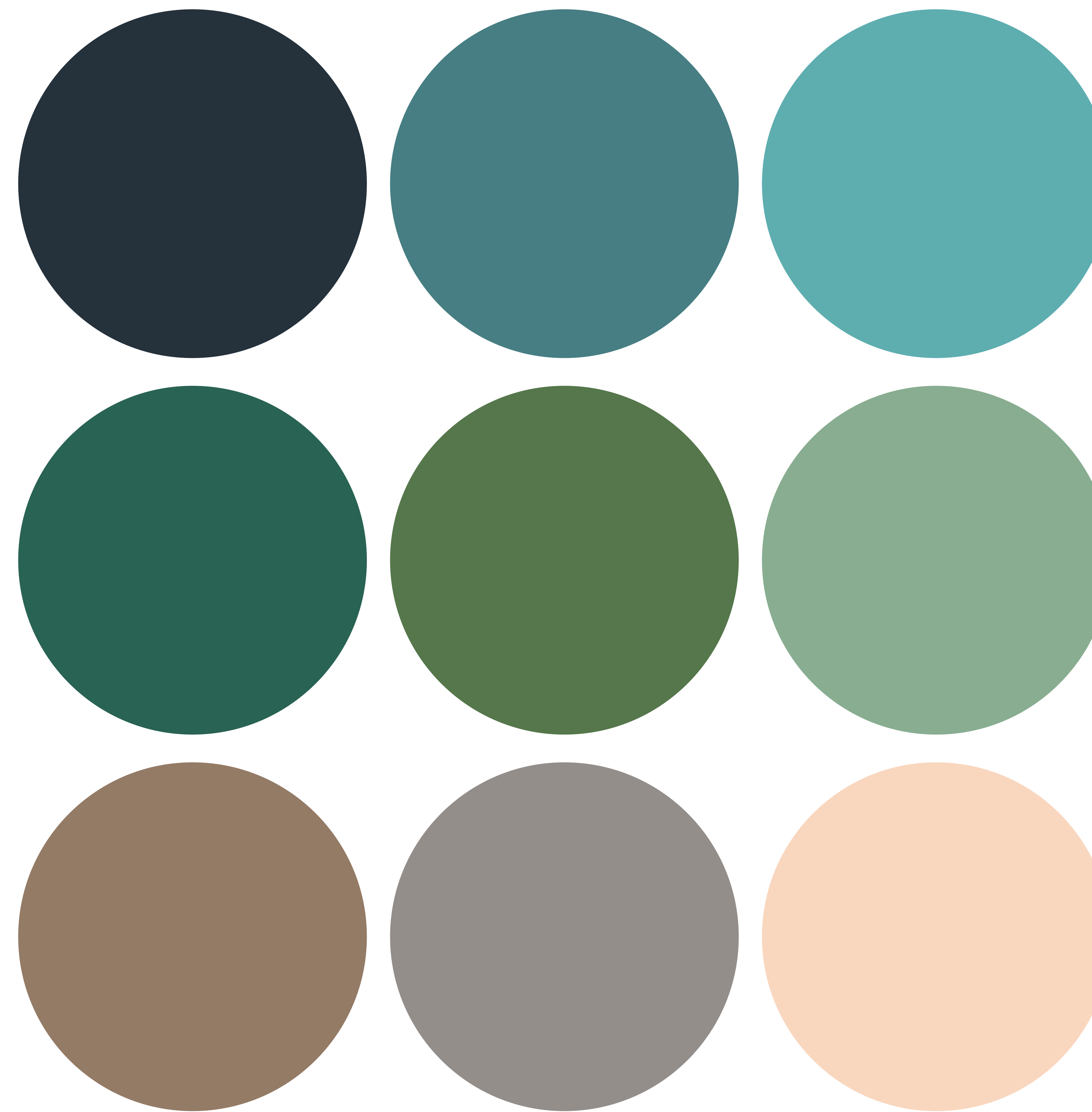


LONGVIEW

MACCLESFIELD

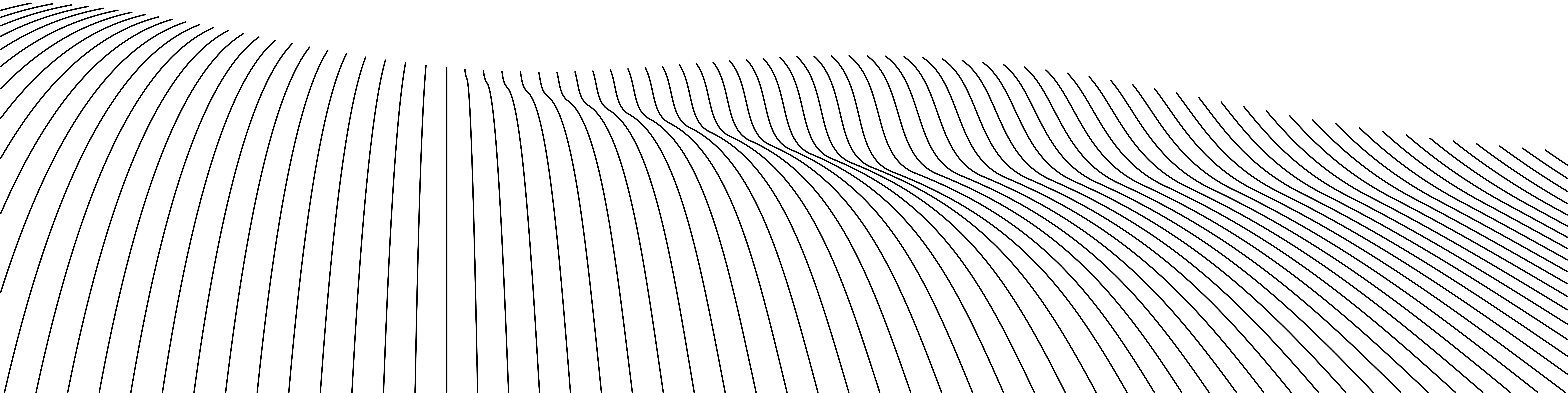
Our line-up of wines stood strong as individual products or ranges, however they visually and strategically did not connect as a complete portfolio.





Our colour palette references the tones of the rolling hills, blue skies, and natural bushlands of Longview.

The 'Vista' graphic references Longview's stunning panorama.
It is a key element of the Longview brand.

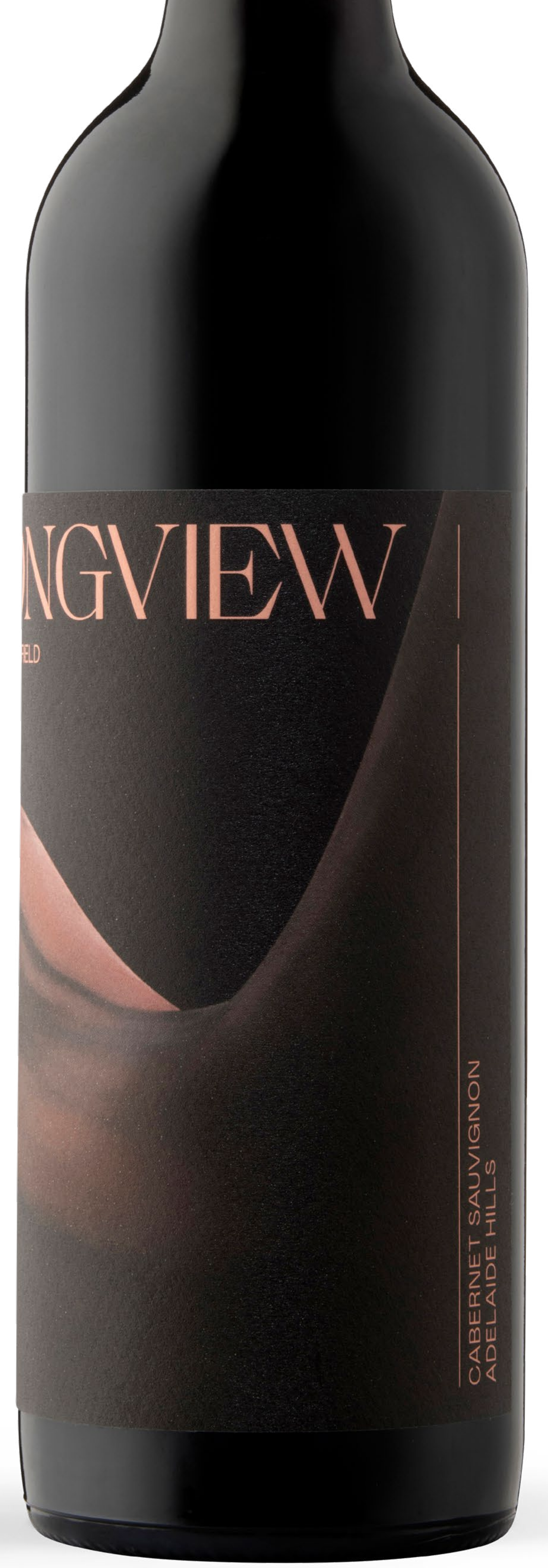
















The Result:

A portfolio of wines that speak of their origins—both visually and within the bottle. Now unmistakably Longview...



LONGVIEW
MACCLESFIELD