


POUR

DECISIONS

Branding Project - GDIII
Sophia DiPietro

GF  9%

BECAUSE
THE BEST
NIGHTS
START
WITH A
POUR
DECISION

no added sugars

PRODUCED AND BOTTLED BY
POUR DECISIONS, WINE COMPANY
Ingredients: Fermented
blackberries, wine yeast, and
natural preservatives.
Contains sulfites.



@POURDECISIONS
WWW.POURDECISIONS.COM

GOVERNMENT WARNING: (1) ACCORDING TO
THE SURGEON GENERAL, WOMEN SHOULD NOT
DRINK ALCOHOLIC BEVERAGES DURING
PREGNANCY BECAUSE OF THE RISK OF BIRTH
DEFECTS. (2) CONSUMPTION OF ALCOHOLIC
BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE
A CAR OR OPERATE MACHINERY, AND MAY
CAUSE HEALTH PROBLEMS



421163 17514

GET TO KNOW
US!

IF **9%**
BECAUSE
THE BEST
NIGHTS
START
WITH A
POUR
DECISION

no added sugars

AND BOTTLED BY
US, WINE COMPANY
Fermented
yeast, and
lives

PRECISION
bubbly crisp apple
FROM THE

POUR

BACKSTORY

OUR

Pour Decisions was born in 2022 on a lake in Minnesota, started by women who love wine — our idea became reality and now we are based out of Stillwater, MN. We wanted something lighter, cleaner, and different than your typical bottle of wine. So we made it.

Our bubbly wines have no added sugar, and crafted for real life — the boat days, the bachelorette weekends, the “just one glass” kind of nights.

This is wine that doesn't take itself too seriously, and neither do we.

Just good vibes, better ingredients, and bottles you'll actually feel good about.

Women-owned. Minnesota-made.

STRAW - RASPBERRY

CRISP APPLE

BLACKBERRY

ORANGE MANGO

9%

21+

NO ADDED SUGARS

BUBBLY

REFRESHING

GLUTEN FREE

DAIRY FREE

LOCALLY PRODUCED

TARGET AUDIENCE

OUR

Health-conscious Millennials & Gen Z (ages 21–45) who value low-calorie, no-added-sugar options.

Social drinkers looking for fun, guilt-free beverages for events, brunches, or casual nights in.

Wellness-focused individuals who want clean ingredients and mindful drinking choices.

The ones looking to have a good time!



TAGLINE

“BECAUSE THE
BEST NIGHTS
START WITH A
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DECISION”

BRANDING



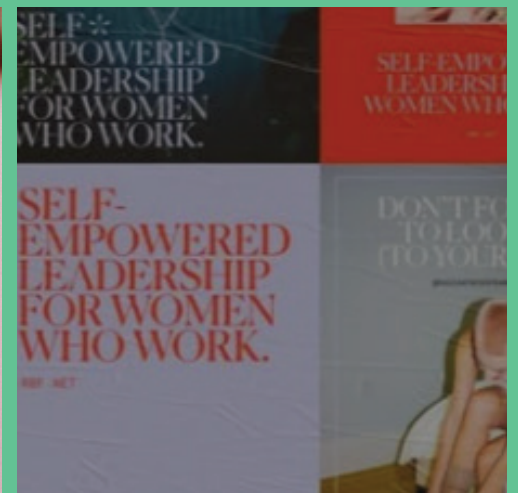
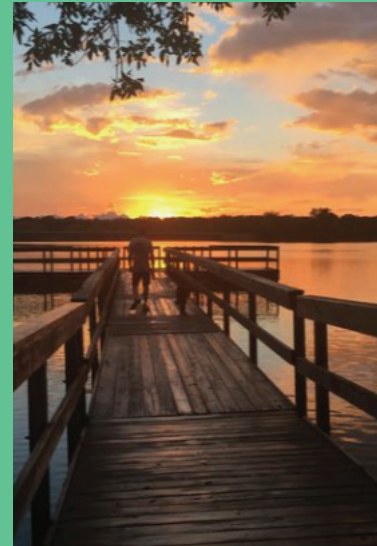
bubbly
DECISIONS
bubbly crisp apple
100% ALL-NATURAL

bubbly
DECISIONS
bubbly orange mango
100% ALL-NATURAL

bubbly
DECISIONS
bubbly straw-raspberry
100% ALL-NATURAL

bubbly
DECISIONS
bubbly blackberry
100% ALL-NATURAL

MOOD BOARD



Type Faces Used Throughout Brand

SAMPLE

LOGO

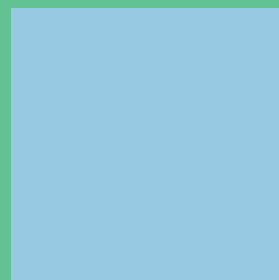
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SAMPLE

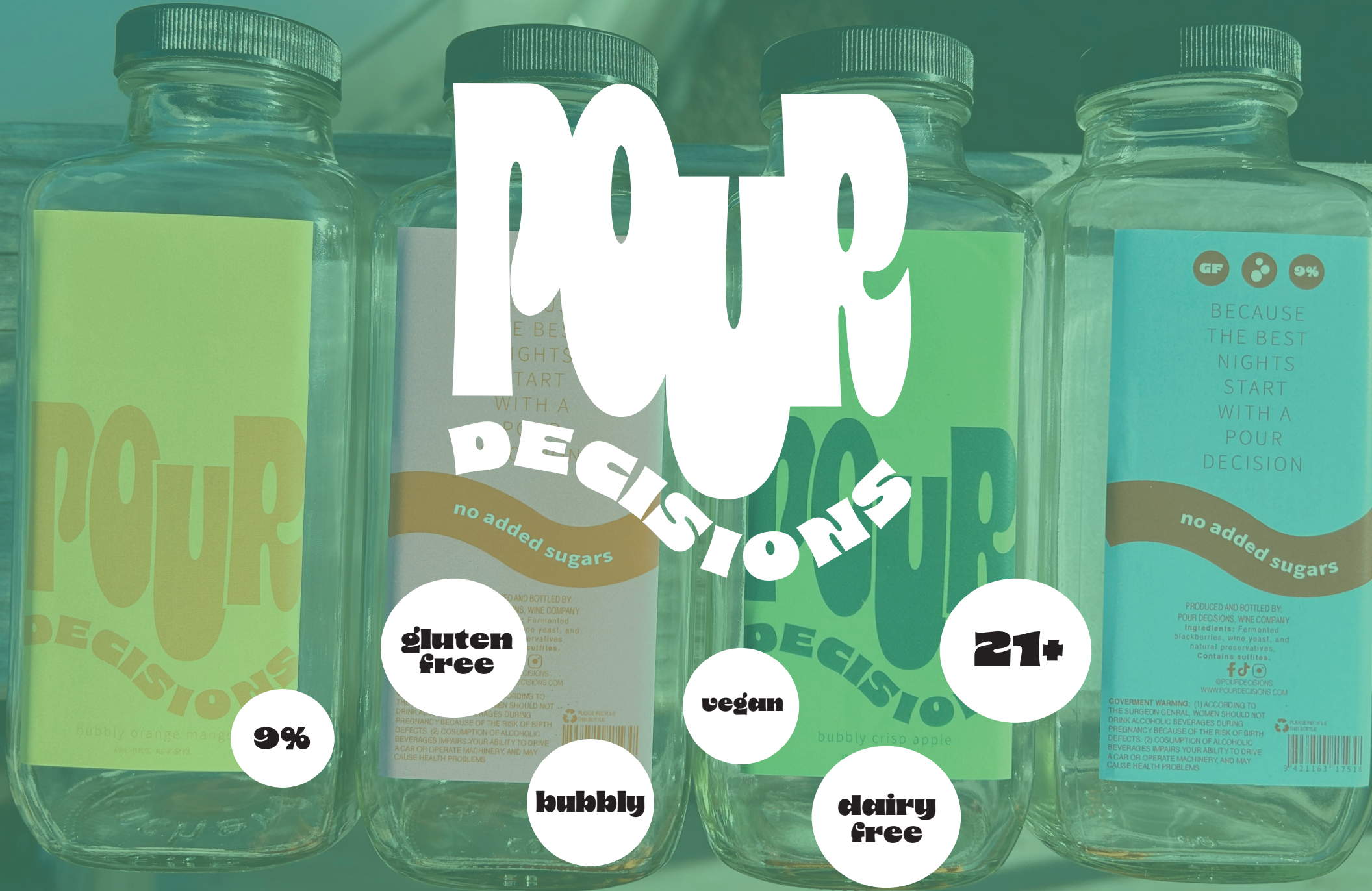
Body Type

Source Sans Variable

Bold Regular Light



FINAL SYSTEM OF DESIGN



POUR

DECISIONS

9%

gluten free

bubbly

vegan

dairy free

21+

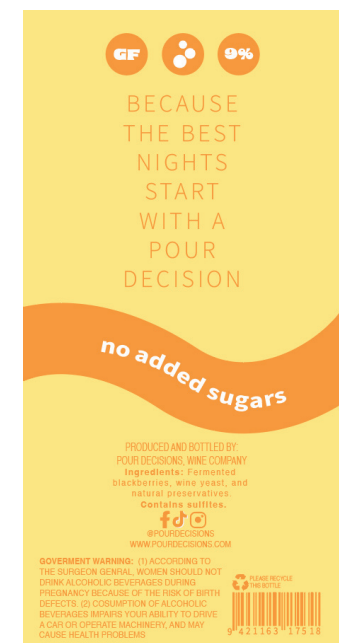
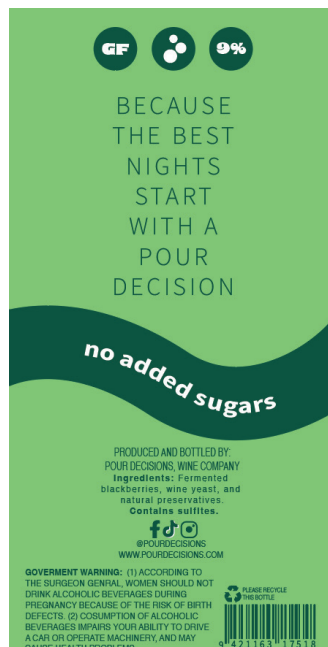
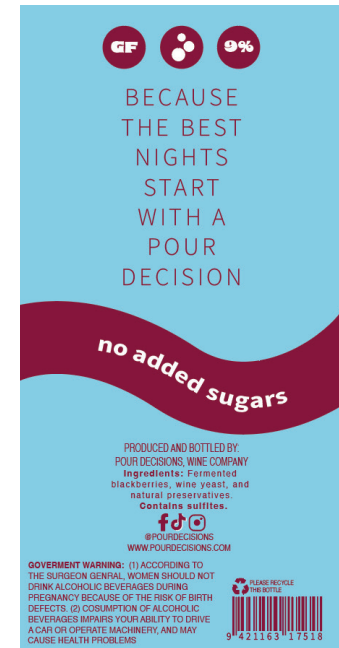
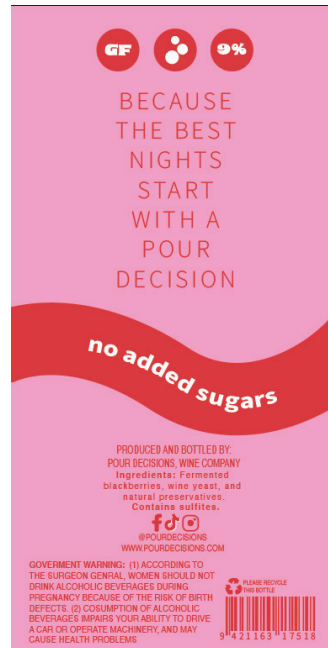
POUR
DECISIONS
bubbly orange mango

no added sugars
POUR AND BOTTLED BY
DECISIONS, WINE COMPANY
Ingredients: Fermented
grapes, yeast, and
natural preservatives.
Contains sulfites.
DECISIONS
DECISIONS.COM
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BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE
A CAR OR OPERATE MACHINERY AND MAY
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PLEASE RECYCLE
THIS BOTTLE

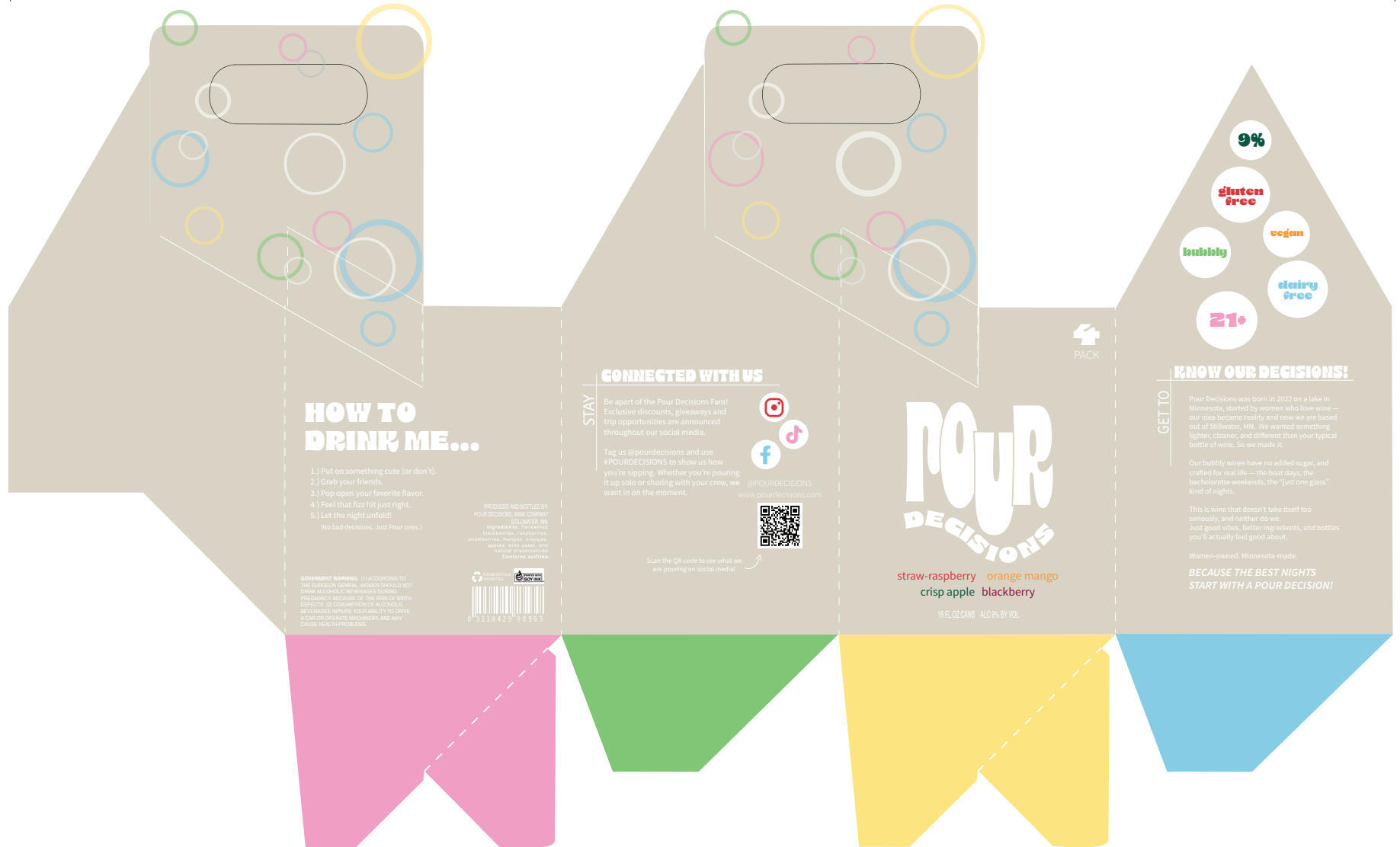
POUR
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bubbly crisp apple

GF 9%
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THIS BOTTLE
9 421163 17518

FINAL BOTTLE DESIGN



FINAL DIELINE DESIGN



FINAL DIELINE DESIGN (DETAILS)

STAY | **CONNECTED WITH US**

Be apart of the Pour Decisions Fam! Exclusive discounts, giveaways and trip opportunities are announced throughout our social media.

Tag us @pourdecisions and use #POURDECISIONS to show us how you're sipping. Whether you're pouring it up solo or sharing with your crew, we want in on the moment.

@POURDECISIONS
www.pourdecisions.com



Scan the QR code to see what we are pouring on social media!

GET TO | **KNOW OUR DECISIONS!**

9%
gluten free
bubbly
vegan
dairy free
21+

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**BECAUSE THE BEST NIGHTS
START WITH A POUR DECISION!**

PACK

**POUR
DECISIONS**

straw-raspberry orange mango
crisp apple blackberry

16 FL. OZ. CANS ALC 9% BY VOL

**HOW TO
DRINK ME...**

- 1.) Put on something cute (or don't).
- 2.) Grab your friends.
- 3.) Pop open your favorite flavor.
- 4.) Feel that fizz hit just right.
- 5.) Let the night unfold!

(No bad decisions. Just Pour ones.)

PRODUCED AND BOTTLED BY:
POUR DECISIONS, WINE COMPANY
STILLWATER, MN
Ingredients: Fermented
blackberries, raspberries,
strawberries, mangos, oranges,
apples, wine yeast, and
natural preservatives.
Contains sulfites.

ALMA RECYCLE THIS BOTTLE

MINNESOTA SOFINK

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GET TO

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crisp apple blackberry

4
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bubbly

vegan

clearly
free

21+



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straw-raspberry

POUR
DECISIONS
bubbly crisp apple
100% GRAPE JUICE

POUR
DECISIONS
bubbly orange mango
100% GRAPE JUICE

POUR
DECISIONS
bubbly straw-raspberry
100% GRAPE JUICE



