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**DUNDEE
HILLS**

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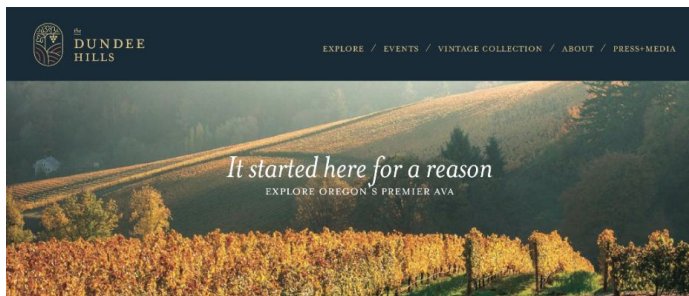
Dundee Hills Visual Branding Evolution Aligns with World-Class Reputation.

Updated brand evokes wine-centric hospitality of the AVA.

DUNDEE, OR -- May 5, 2020 – The Dundee Hills Winegrowers Association has unveiled a visual refresh of its brand. Known internationally for its award-winning wines and hospitality, the Dundee Hills is one of the most reputed AVAs within the Willamette Valley in Oregon, and is considered the birthplace of Pinot Noir in the region. The brand evolution features a new logo and visual aesthetics to bring the Dundee Hills story of pioneering spirit and prestige to life even more so than in the past. Though the aesthetics and the AVA have evolved, what remains unchanged is the distinctive terroir of the region, the immersive experiences for guests, and the lasting impact the Dundee Hills has on those who visit.

Denise Flora, President of the Dundee Hills Winegrowers Association, feels that as much as Dundee Hills has continued to grow in notoriety for its wines, it has also become known for its world class hospitality. She states, “The new Dundee Hills logo reflects not only our literal roots in the soil, but

also a welcoming elegance found in the wines and wineries, as well as in the lodging facilities, dining and hospitality venues which contribute to the wine industry. Our famed red Jory hills, mature vineyards, and iconic wineries are well represented by our new logo.”



“Our aspirations have not changed,” said Cathy Martin, Vice President of the Dundee Hills Winegrowers Association. “We have been the fortunate recipients of world class attention and were at a

point where the reputation of the Dundee Hills AVA had “lapped” the branding—we needed to convey the progress we have made over the last 14 years, and set the stage for many successful years to come.”

There was work done in 2019 to ensure the pillars of the brand were as relevant in 2020 as they were with the organization’s inception. After much discussion and collaboration with members which included wineries, lodging and restaurants, it was decided that “layered, elegant and approachable” were the strongest concepts to guide the design. The new logo features the rolling hills, Jory soil, vines and grapes the AVA is known for, and will feature prominently across signage in the region, print collateral and digital assets. The new color palates are rich and warm, in homage to the rich history and warm hospitality featured across the region.

The Dundee Hills Winegrowers Association engaged Ashley Lippard Designs for the redesign and Lunabeau Media for deployment across digital channels.

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About the Dundee Hills Winegrowers Association:

The Dundee Hills Winegrowers Association is a community of vintners, growers and businesses that work together with a mission to promote, educate and grow its reputation as a premier wine region. The Dundee Hills AVA is located 28 miles southwest of Portland, and is home to many of Oregon’s world-class wineries. The website features an interactive Dundee Hills map to help guests plan their visits.