

a brand new identity

THE BRAND

rivercity wholesale liquor merchants

Established in 2001, this business has become well known as one of Queensland's most dependable liquor wholesalers. Stocking an extensive range, they supply to large chains as well as small bars and cafes.

THE BRIEF

When Michael Gonsalves purchased the business in 2023, he wanted to create a brand identity consistent with his vision to grow and be a trusted brand in the industry.

services we provided

Strategy • Branding • Design



DON'T JUST TAKE OUR WORD FOR IT

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I really enjoyed working with the team and found them very approachable and professional. They definitely understand the marketing and brand strategy process and I was surprised by just how much detail came out of the workshop. It was all tied nicely together in the recommendations, visual moodboard and brand concepts they put forward and we couldn't be happier with our new logo and identity!

Michael Gonsalves

Owner River City Liquor Merchants

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