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## INGALLS DESIGN

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### **Company Overview**

Ingalls Design was founded in San Francisco in 1980, to provide graphic and creative services for food & beverage companies, museums, publishing companies, and corporations. Our expertise ranges from brand identities, food and wine packaging, book and magazine formats, to trade advertising, web design, and a wide variety of promotional materials. Our focus on sound design appropriate to the specific needs of each project makes our work stand out and helps our clients better utilize their possibilities for visual communication.

Our staff is composed of a lead creative director, Tom Ingalls, and two senior designers. In our San Francisco office we work as a team, and bring in various illustrators, photographers and production specialists to work on each project as needed. We are small, fast and efficient, without compromising the high quality of our design. Our intimate studio size allows us to personally handle each project with care and detailed attention.

### **Process & Capabilities**

We use a comprehensive, investigative design process. The client's directives guide an intense research phase, which, paired with a creative thinking approach, informs the final design process. Analysis of collected materials and idea generation are followed by visual exploration, design refinement, and production oversight. Our workflow is open and collaborative, so the final product is something the client can feel invested in, and proud of.

All creative work, including some illustration and photography, is done in our studio with some programming and production done by trusted outside creative partners.

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- 1 **Bee Zen** As soon as the SF Zen Center put hives on the roof, I knew I wanted to help them package the honey. Our studio created this label in collaboration with the bee-keeper and selected the jar, all with simplicity in mind. The honey is Hayes Valley's best!



- 2 **Majoum** logo and packaging for a medicinal cannabis desert. The design speaks to the middle eastern roots of the product, incorporating bright warm colors to convey freshness and taste.



- 3 **Je T'aime** A sparkling wine from Limoux, France. The name and look targets a value conscious bride-to-be, or the caterer. It's formal and sweet while avoiding being overly frilly; This Brut Rose says love, with both its package and its contents.



- 4 **Spirit Works Distillery** Ground up branding for a California craft distillery. We designed custom glass which is screenprinted with our logomark, while rich paper labels distinguish each variety of spirit.



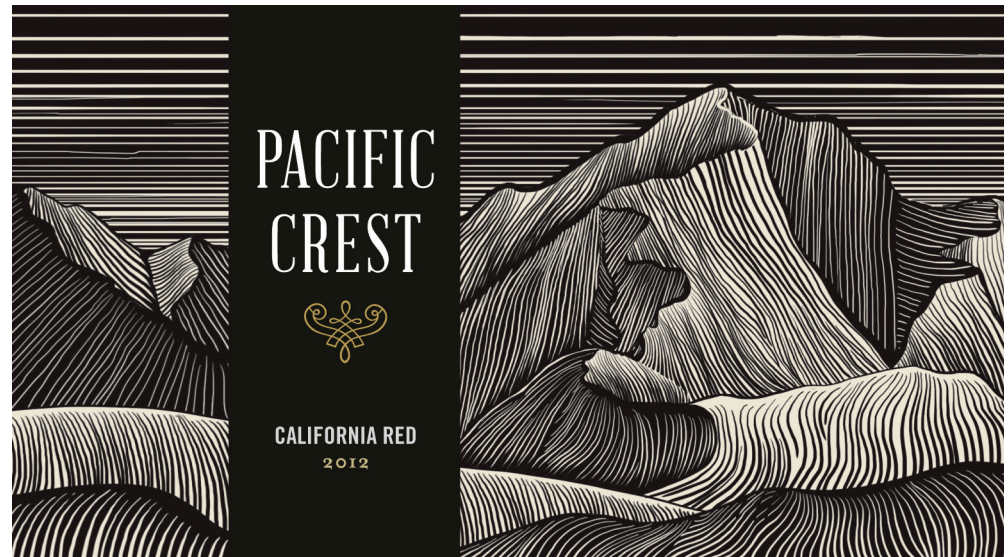
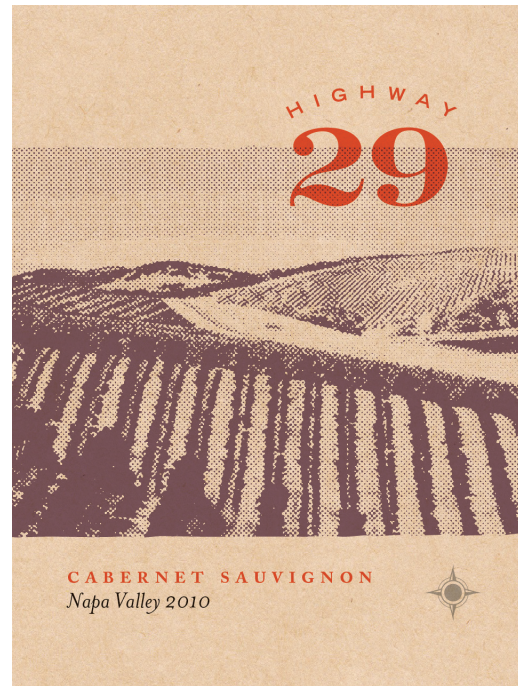
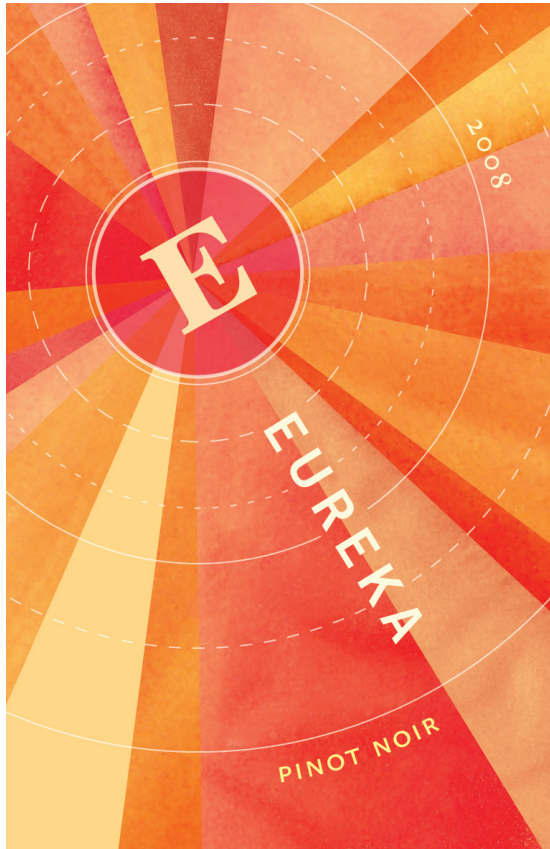
- 5 **Nacina** Naming, label design, careful glass and capsule selection bring this brand to life. After much naming exploration, Nacina, Croatian for “the way” was chosen based on the winemaker’s heritage and wanderlust.



NACINA



- 6 **Alexander Wines** Assorted labels for export to China. The growing market for California wines requires strong, vibrant designs true to their place of origin. Illustrations created in-house by Kseniya Makarova.



- 7 **Wines of Redemption** A series of varietals, each label features a different artist exploring the notion of redemption. Illustrations by Thomas Campbell, and Gary Taxali create a whimsical approach to redemption.



- 8 **Daniel Gehrs Wines** A client for almost 15 years; we've been lucky to help the Gehrs brand develop and expand. With the Rarities line, the message is always quality, with a spotlight on the endless care that goes into Dan's products.

