

Maureen Erickson, Erickson Designs

Artist: Toad Hollow Vineyards



Education

Maureen Erickson grew up in the San Francisco Bay Area, and attended the University Autonoma, Mexico prior to entering the fine arts program at the University of California Berkeley. Later, relying on skills acquired from studio work at UC and several years of gallery experience, Maureen began her illustration and design firm in San Francisco.

Toad Hollow Vineyard's Art:

Since 1997 and within the first 5 years of the winery's founding, Maureen, or "Mo" to her Toad Hollow family, has been responsible for all of Toad Hollow Vineyard's brand identity. Starting with the winery's iconic Toad character, Mo has designed all labels, on & off-premise point-of-sale, advertising, digital art, and the wildly popular posters that draw hundreds to the winery's tasting room each year.

In 2015 the winery asked Maureen to embark on a label redesign meant to modernize and refresh while maintaining the same affable charm. The resulting new label-art transitioned seamlessly into the market place while adding a subtle new appeal to the winery icon.

Whether it is a ball-room dancing toad or a cowgirl toad, a cycling toad or a Parisian toad, Maureen and her paint brush successfully adapts our reptilian icon to all manner of occasions and celebrations.

Other Labels & Event Identity

Maureen's award-winning Toad Hollow wine labels were the impetus for an invitation to present on the subject of wine marketing trends at the 2002 International Label Expo in Chicago. She is best known in the San Francisco area for her event posters and banners. The 100-year anniversary of the Ferry Building and the Rediscover Fisherman's Wharf marketing campaign were local favorites. The Ferry Building poster original is in the private collection of former San Francisco Mayor, Willie Brown. A series of four posters illustrating four international travel destinations were featured limited edition prints in the Next Monet art publication.

Erickson Design Clients & Projects include:

- **Tincknell & Tincknell Wine Marketing Consultants**, 2001 to Present, Corporate identity logo, product identity logo, and label design
- **New Orleans Wine & Food Experience**, event poster, 2006
- **Merrill Lynch, Private Wealth Management** - Design Brand for Internal Division; Event Invitations and Corp. Agendas 2000-2003
- **City & County of San Francisco** - Identity Logo for Department of Human Resources 2001
- **Salton Inc.** - Farberware - New Identity Logo 2001
- **Santa Cruz County Symphony**, Identity Logo, concert season posters, brochures; 2002 – 2004 (they have refreshed their logo.)
- **Port of San Francisco**, City of San Francisco –
 - Ferry Building Centennial - Port of San Francisco, Event Poster, Banners, Flags, Invitations, Merchandise
 - Rediscover Fisherman's Wharf Campaign: Banners, Advertisements 2001
- **Hi Dive**, San Francisco, café bar – Identity logo, 2003
- **Gin Joint**, San Francisco, café bar – Identity logo, 2001
- **Tony Nick's**, San Francisco, bar Identity logo 2001
- **Red Chair Events** – San Francisco Bay Area - Event identity/illustration. 2010
- **Toyota**, Material Handling– Event identity/illustration, 2012
- **Two Herons Guest House**, Seattle, WA; Identity logo
- **Katherine Bronicki**, Mural design, Houston, TX
- **Janelle Wilkinson**, Mural design, Newport Beach, CA
- **Ray LaPlante**, Mural design, Grants Pass, OR



Toad Hollow art can be purchased on Mo's website: www.frogntoadart.com

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