Somerston Estate
Identity Guidelines

SOMERSTON
E S T A T E

MARCH 2016

Introduction

Your brand identity is an extremely valuable and important asset. Its use, distribution, and implementation must be carefully governed in order to maintain consistency in your brand communications, present a unified image, and build brand awareness.

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ESTATE

Primary Identity

Your Primary Identity is comprised of custom letter forms and proprietary design treatments that are unique and were created to represent your brand.

When developing new communication elements—such as print collateral, ads, electronic media, etc.—it is preferred that your Primary Identity be used.

Note: Please use only approved production art and carefully monitor the use of the artwork both internally and by outside vendors.

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Primary Wordmark

Secondary Identity

When it is necessary to do so, your Secondary Identity may be used in place of your Primary Identity. The primary usage of the seconary identity is on Wine Labels.

Note: *Please use only approved production art and carefully monitor the use of the artwork both internally and by outside vendors.*

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Secondary Wordmark

Clear Space

Space around your identity is intended to help improve legibility and recognition.

The clear space surrounding your Primary, and Secondary Identities is the minimum area that must be kept free of any other graphics or text. The clear space unit is defined by the "x" height, which is equal to the letter "E" as used in the identity.

Note: *This is the mimimum recommendation, and more clear space is preferable.*

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Minimum Size

The mimimum size of the identity is based on the height of the wordmark. The logo can be used in any size provided it does not go below the minimum. Any scaling of the logo should be proportional.

Note: *Minimum height does not include required clear space. Please take note of which logo version to use for minimum sizes.*

Primary Identity

SOMERSTON
E S T A T E

Print Applications
.3 inches high (at 300 dpi)

SOMERSTON
E S T A T E

Electronic Applications
40 pixels (at 72 dpi)

Secondary Identity

SOMERSTON

Print Applications
.25 inches high (at 300 dpi)

SOMERSTON

Electronic Applications
25 pixels (at 72 dpi)

Primary with Napa Valey

When it is necessary to do so, you may use the Somerston wordmark with Napa Valley.

The Somerston wordmark with Napa Valley may be used in print & web collateral, packaging (labels, caps, corks, etc.) and signage.

Note: Please use only approved production art and carefully monitor the use of the artwork both internally and by outside vendors.

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Napa Valley

Primary Wordmark with Napa Valley

SOMERSTON
E S T A T E
Napa Valley

Print Applications
.575 inches high (at 300 dpi)
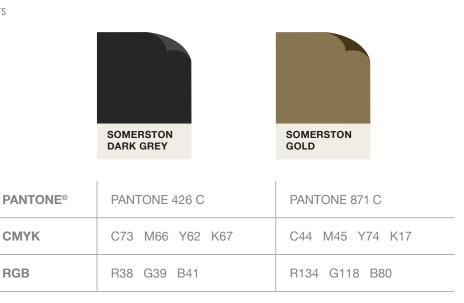
SOMERSTON
E S T A T E
Napa Valley

Electronic Applications
55 pixels (at 72 dpi)

Color

Consistent use of color is essential to your brand's strategy. To add depth to the brand, a color palette has been created for use in printed and electronic materials. These colors are derived from the Somerton Property. Each of these colors are shown in Pantone PMS, CMYK and RGB.

Note: All reproduction should be carefully reviewed to ensure color accuracy. The colors shown here are only a representation. For actual colors, refer to Pantone color swatch books.

Primary Colors

	SOMERSTON DARK GREY	SOMERSTON GOLD
PANTONE©	PANTONE 426 C	PANTONE 871 C
CMYK	C73 M66 Y62 K67	C44 M45 Y74 K17
RGB	R38 G39 B41	R134 G118 B80

Secondary Colors

	SOMERSTON WARM GREY	SOMERSTON TAUPE	SOMERSTON GREEN
PANTONE©	PANTONE Warm Grey 10	PANTONE Warm Grey 4	PANTONE 575
CMYK	C45 M50 Y54 K17	C30 M28 Y32 K0	C53 M35 Y80 K13
RGB	R131 G112 B102	R182 G173 B165	R122 G131 B79

Black & White

When it is not possible to reproduce your identity in color, it is important to retain the visual impact of the identity by using white in place of Somerston Dark Grey.

Note: For black & white applications, please use the specific artwork / files as provided in your Logo Library.

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Primary Identity

Incorrect Uses

The universal rule of thumb is never alter the artwork in any way. The examples presented here show unacceptable uses, alterations, and variations of your identity. In an effort to maintain the integrity of your brand it is critical to avoid these.

Note: Do not attempt to re-create the identity.

DO NOT rotate the identity.

DO NOT distort the identity.

DO NOT alter the relationship between the words in the identity.

DO NOT alter the color.

DO NOT add effects.

DO NOT use gradients within the identity.

Verlag

Primary Type

Consistent use of typography is central to the development of a strong brand. Reliance on a specific typeface will work to build recognizability and market differentiation.

The primary brand typeface shown here should be used in headlines, body copy, pull quotes, charts and all other forms of communication. It is important to employ this type family wherever possible.

Note: Filosofia typeface can be purchased at: http://www.typography.com/fonts/verlag/

Verlag (Book)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verlag (Book Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verlag (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verlag (Bold Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Type

The secondary brand typefaces shown here should be used as secondary type treatments, with usage primarily on front of Wine Labels. Larmar Pen may be used on collateral, but only in cases where typesetting will be large for readability.

Note: Classic Roman typeface can be purchased at: http://www.myfonts.com/fonts/mti/classic-roman/

Lamar Pen typeface can be purchased at: http://www.myfonts.com/fonts/3ip/lamar-pen/

Classic Roman

ClassicRoman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lamar Pen

Lamar Pen
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Web-Based Typeface

Verdana

Web-Based Type

Since the primary brand typefaces are generally not available when working on the web, an alternative typeface has been identitifed to maintain visual consistency.

Consistent usage of Verdana for Web copy only, will ensure that the messaging is clear, easy to read and accessible.

Verdana (Regular)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana (Italic)
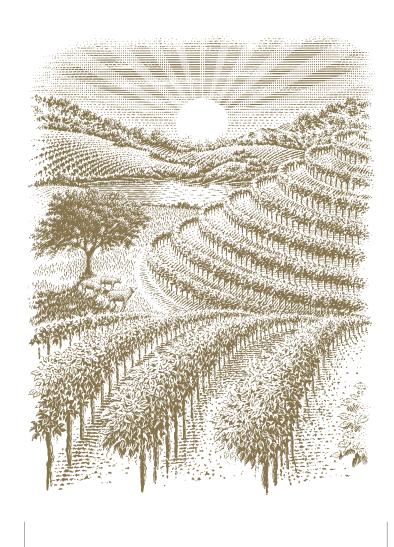*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana (Bold)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana (Bold Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Illustration

When it is necessary to do so, you may use the Somerston Illustration as a secondary element away from the primary and secondary logos.

The Somerston Illustration is used primarily for Wine Labels and Retail products. The illustration may be used in other print and web collateral as a background texture.

Note: *Please use only approved production art and carefully monitor the use of the artwork both internally and by outside vendors.*

Illustration