

# BRAND IDENTITY GUIDELINES



**SONOMA VALLEY**

EST. **WINE** 1857

F E B R U A R Y , 2 0 1 3



# WELCOME

Chances are, since you're reading this, you already know about Sonoma Valley. The storied history and embracing sense of community and hospitality that still exists today. The remarkable diversity of natural environments that make it a preeminent region for growing wines that rank among the finest in the world. You may not know, however, that Sonoma Valley has embarked on a concerted effort to bring this fascinating story to the rest of the world.

On the following pages you'll learn how the Sonoma Valley identity has evolved into a single, consistent and compelling creative look and feel. You'll get a sense for the both the visual aesthetic and the tone of voice for the new campaign. You'll learn how to work with the range of creative elements to ensure Sonoma Valley comes to life consistently, in all communications, in all its down-to-earth authenticity and stunning natural beauty.

Thank you for being a part of telling the Sonoma Valley story. By working with these guidelines to help raise awareness, you'll not only introduce more people to Sonoma Valley, you'll also help add value to everything we do and make here.



# MESSAGING

## BRAND PROMISE

As the birthplace of world class California wine, Sonoma Valley provides the most fulfilling connection to our rich history and to a deeply rooted community of spirited vintners and growers who invite you to engage your heart, your mind and your palate.

## BRAND CHARACTER

- Embracing – Sonoma Valley people and brands are active in making others welcome – it's a welcome with open arms. They are warm and friendly, and the whole community extends the invitation to freely explore the wines, wineries, roads, restaurants, hospitality and features of Sonoma Valley with nothing closed off to experience seekers.
- Authentic – Everything about Sonoma Valley is genuine. There is no glitz and no flash. We share true stories about people and businesses with deep roots and real family and community ties.
- Passionate - Our commitment to wine and grape farming and to our Sonoma Valley community is a spirited and continuous search for innovation, improvement and ultimate quality.





# MANTRA



[Click here for the video version.](#)

## IN SONOMA VALLEY THE ROOTS RUN DEEP

The birthplace of California fine winemaking keeps improving with age.

Where to start with the wine region that started it all? Perhaps the rich history – a legacy of innovation dating back to the founding of California fine winemaking. You may be struck first by the region's stunning natural beauty. Or the warm, embracing hospitality of the people, so happy to share a depth of knowledge grown over six generations of family winemaking.

But most likely your senses will be captured first by the amazing flavors of Sonoma Valley. Because with so much to experience, to savor and to share, the birthplace of world-class California winemaking is drinking exceptionally well right now.

## A PLACE FOR PEOPLE FASCINATED BY WINE.

In Sonoma Valley steep mountains give way to rolling benchlands and fertile plains. There's cool coastal fog. There's abundant warm California sunshine. And yet that's just the beginning of the region's endless diversity, both in climate and geography. It's as if nature brought together the very best elements for winegrowing and assembled them in one place. And, as luck would have it, that place happens to be within a short drive of San Francisco, making Sonoma Valley among the most accessible places to experience California winemaking at its most original and interesting.

## HISTORY IN THE MAKING.

It's no wonder that California's early pioneers quickly recognized Sonoma Valley as the ideal location to craft fine wines. Today you can visit wineries that date back to the Gold Rush. You can tour vineyards that have quenched the thirsts of the state's earliest settlers. Yes, in Sonoma Valley you can immerse yourself in the history of California winemaking, but you'll find the region's true legacy in the revolutionary approach to winemaking that was born and still flourishes here. It's in the knowledge harvested over 150 growing seasons. It's in the passion and spirit of a family-first approach to farming passed down through generations. Best of all, you can taste it in the remarkable wines that reveal their storied history and promising future with every sip.



# MANTRA (CONT.)

## WELL GROUNDED.

One aspect of the Sonoma Valley experience that has remained constant is a warm and welcoming sense of community. It's an approach you can trace back to the region's agricultural roots, where food and wine was, and still is, for sharing openly, not putting on a pedestal or behind a curtain. The people of Sonoma Valley are eager to please and easy to get to know. Of course, that's not to say they don't take their wine seriously. You'll find no shortage of wines that rank among the best in the world. It just means you can enjoy them in an atmosphere that's seriously relaxed, with a welcome absence of pretense.

## SPICE OF LIFE.

In bringing together four very distinct AVA's, Sonoma Valley, Bennett Valley, Sonoma Mountain and Carneros, Sonoma Valley wines radiate the region's remarkable natural diversity. The vast palette of terrain, soils and microclimates is revealed in wines of nearly limitless depth and complexity. But the wide variety of growing conditions also allows Sonoma Valley vintners to craft a remarkably diverse range of varietals and styles. Big, bountiful Cabernet Sauvignon from the hillsides and benchlands. Pinot Noir and Chardonnay that ripens to delicate perfection in the cooler areas close to the San Francisco Bay. Zinfandel, with vines dated in the triple digits, have been perfected in the lowlands. Everything an oenophile could ask for, in one fascinating region.

## DELVE DEEPER.

Great wine takes time. In Sonoma Valley, that time is counted in generations. In the world-class wines, the inspiring natural environment and the embracing community of caring people, Sonoma Valley is a destination for those who thirst for something a little deeper. Whether you visit in person or enjoy its wines from afar, Sonoma Valley offers an experience you'll always cherish.

Because, in Sonoma valley, the roots run deep.



# LOGO

The Sonoma Valley Wine logo was designed to embody several of the region's most compelling and memorable attributes. The historical reference dates back to the town of Sonoma in 1846, drawing on California's state flag and the original Bear Flag Revolt.

The peak supporting the bear symbolizes the mountains that bring stunning natural beauty and an exceptional climate for winegrowing. Rising behind the mountain is a crescent representative of The Valley of The Moon, a term that has long been used to describe Sonoma Valley. And, the bold logotype for SONOMA VALLEY WINE has a classic-modern sensibility that looks back to its 1857 history, but clearly looks to the future with confidence and new life.

[Click here to download digital versions of the Sonoma Valley logo.](#)





# DO'S

## USE THE LOGO IN ISOLATION:

- On colored backgrounds or reversed out of photography
- Maintain a clear space around the mark for clarity and brand dominance.

## USE THE LOGO ON THE TAG:

- On open white space to give the logo additional visual depth.
- Pointing down, bleeding off the top of the page or pointing up, bleeding off the bottom
- A single piece of art, as presented in the brand files



Do use on a straight baseline



Do use reversed over images



Minimum width  
Paper: 1.25 inch  
Web: 90 pixels



Minimum clearance space: Proportional height of Sonoma Valley Wine baseline and X Height. Clear space is the area surrounding the logo that must always be free of text or any graphic elements. This ensures that the logo stands out distinctively in any environment. The clear space of the logo is the height of the logotype from the top of the characters SONOMA VALLEY to the baseline of the word WINE.



# DONT'S

- Do not alter, distort or skew the logo in any fashion by adjusting type, color or visual proportions



Do NOT outline the type or logo



Do NOT change the type size within the mark



Do NOT recolor the logo. Use only logos provided with correct brand colors.



Do NOT skew or alter image



Do not alter the relationship between the logo and the tag





# COLORS

Color plays an essential role in Sonoma Valley Wine’s identity system. Our core brown, green and orange are supported by secondary supplementary colors to bring unity across every visual expression from Sonoma Valley Wine.

Primary Colors  
FOR LOGO

PMS 4695U

PMS 383U

PMS 717U






Secondary-Complimentary Colors  
FOR BACKGROUNDS & BRAND ACCENTS

PMS  
WARM  
GREY10U

PMS 124U

Sonoma Valley Brown, Orange and Green are the colors used in the logo and will appear across all communications as the primary colors to represent the Sonoma Valley brand.

The two secondary supplementary colors are available for use in presentations, print collateral, web site and on-screen applications to be compatible with the primary brand colors.

	SV Brown	4695 U	4695 U	0	68	100	0	122	91	80	7A5B50
	SV Green	4695 U	4695 U	20	0	80	0	144	153	52	909934
	SV Tangerine	717 U	717 U	35	12	100	0	219	117	60	DB753C
	SV Grey	WarmGrey10 U	WarmGrey10 U	65	0	100	42	131	123	119	837B77
	SV StrawYellow	124 U	124 U	0	11	20	47	219	144	48	DB9030



# TYPE

Written communication is an essential part of the Sonoma Valley Wine brand. Our corporate typefaces are Avenir & Cochin. These typefaces should be the only fonts used for all print materials and any text set in Web and on-screen graphics.

All type faces are available at [typography.com](http://typography.com).

---

## Avenir

ABCDLMNOPEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Cochin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

---

Avenir Light

Aa

Avenir Book

Aa

Avenir Roman

Aa

Avenir Medium

Aa

**Avenir Black**

**Aa**

Avenir Heavy

Aa

---

Cochin Light

Aa

Cochin Bold

**Aa**

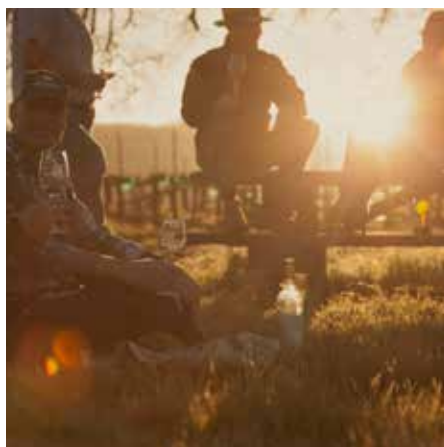
# PHOTOS

## PLACES

In sweeping landscape vistas or extreme close-ups, photography should be used to highlight the inspiring natural beauty of Sonoma Valley. The landscape photography may be very slightly, almost imperceptibly over-saturated with a colorful richness to even further highlight the valley's sun-drenched beauty.

## PEOPLE

Like the people of Sonoma Valley themselves, photography must be completely authentic, real and down to earth. No models. No awkward poses. No expected situations. People photography should be treated as intimate, natural portraits of real people in their natural environment and shot in black and white



# PHOTOS

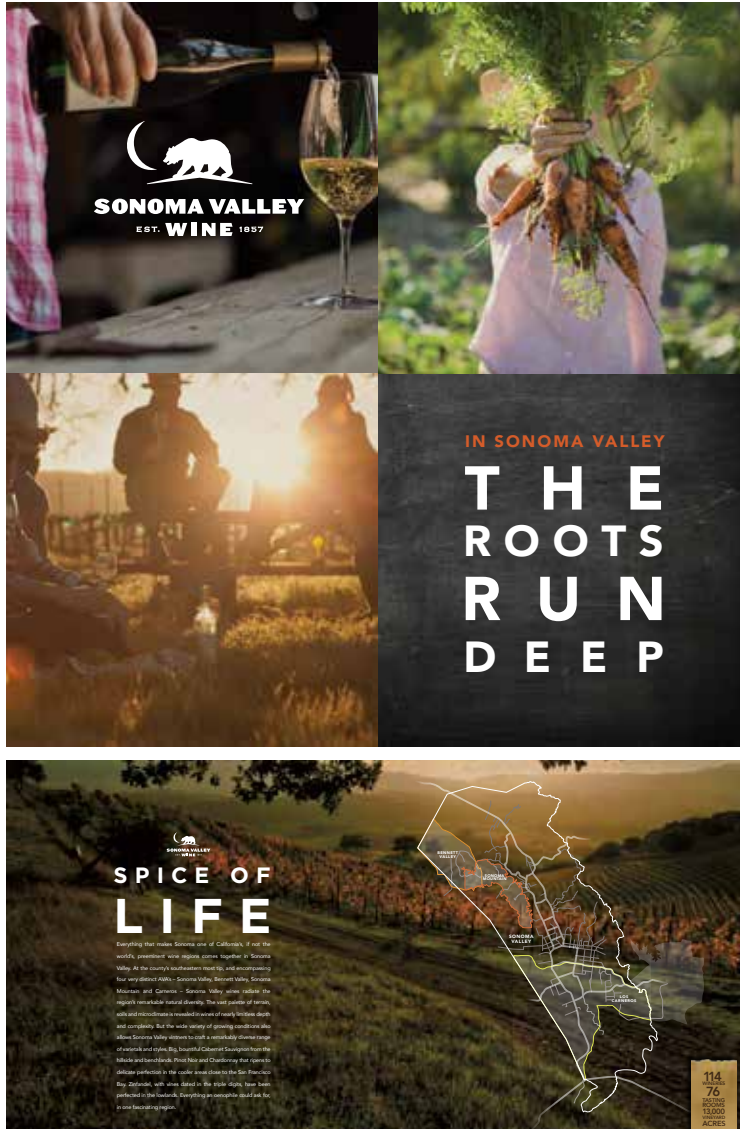
## QUADRANTS

Bringing four photographs together to form a quadrant is a way of visually telling the Sonoma Valley story. However, quadrants are a delicate visual balancing act. Great care must be taken to ensure that each image is striking and simple enough to work as part of unit without fading into obscurity or dominating the visual area. Each photograph must be similar in tone, but different enough to be distinguishable.



# EXAMPLES

PRINT



WEB



PRESENTATIONS

