
BRAND STANDARD GUIDELINES

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1 NAME

Our hometown of Paso Robles began as El Paso de Robles, or *the Pass of the Oaks*. It was given the name by traveling Spanish missionaries who took notice of the countless number of oak trees in the area, and who used their broad branches for shade when it came time for a siesta. Hundreds of years later, these beautiful trees still abound and dot the landscape throughout the region.

The Vina Robles name is an homage to both these grand oaks and the vineyards we carefully farm around them.

A note regarding the pronunciation of Robles: While the town is now called Paso Row-bulls, the winery honors the original name and is pronounced Vina Row-bless.

2 LOGO

2.1 Overview

The Vina Robles logo is the face of our brand and an important element of our brand identity. Consistent use of the logo is essential in maintaining our brand identity and gaining recognition across all marketing and sales channels. The following standards are in place on how to correctly use the Vina Robles logo and how to apply it to different situations.

Always use the master digital artwork when reproducing the logo. Never attempt to re-create or alter it in any way. Approved forms of artwork can be downloaded at www.vinarobles.com/trade_and_media/logos.

Should you have any questions regarding the proper use of the Vina Robles logo or the information contained in this document, please contact the Vina Robles Director of Marketing (see contact information on page 13).

2.2 Primary Logo

Vina Robles logos consist of two components: a brandmark and a wordmark. The established size and positioning relationships between these two components must never be altered.

The wordmark consists of specially created and custom spaced letter forms which may not be modified in any way. It includes the lettering “Vina Robles” as well as the company designation, i.e. Vineyards & Winery, Amphitheatre, or Guesthouse. For simplicity, only the Vineyards & Winery logo is used in this document.

In rare cases, the company designation may be omitted if the logo represents the overall Vina Robles brand concurrently and not just one specific company.



2.3 Wordmark Logo

The wordmark logo consists exclusively of the wordmark and should only be used when necessary due to space or design restrictions.



2.4 Brandmark Logo

The brandmark logo consists exclusively of the brandmark and should be used on its own only in carefully planned situations by authorized members of the Marketing Department.



2.5 Color Standards

All Vina Robles logos are expressed in two colors, Pantone 872 and Pantone 2945. These colors must be used consistently across all internal and external communications and materials. With the exception of black in specific situations, no other colors may be used or substituted for the Vina Robles logo.

Great care should be taken to ensure accurate color reproduction when the logo is applied to paper, fabric and other materials, as well as used digitally. **The below printed colors are not to be used for color matching. Please refer to actual Pantone colors for proper reference.**

Please obtain approval from the Vina Robles Director of Marketing if you have a unique situation requiring an exception of these guidelines prior to production.

Gold



PMS 872
CMYK C 20% / M 30% / Y 70% / K 15%
RGB R 180 / G 151 / B 90
HEX #B4975A

Blue



PMS 2945
CMYK C 100% / M 45% / Y 0% / K 14%
RGB R 0 / G 105 / B 170
HEX #0069AA

2.6 Color Options

The Vina Robles logo can only be reproduced in two ways:

Proprietary color scheme

This is the preferred color choice. Please make sure to use the color standards as specified above on all color materials.



VINA ROBLES
VINEYARDS & WINERY

Black

Please use this color option only on black and white materials. Do not use the full color logo on black and white print outs as the logo will appear gray.



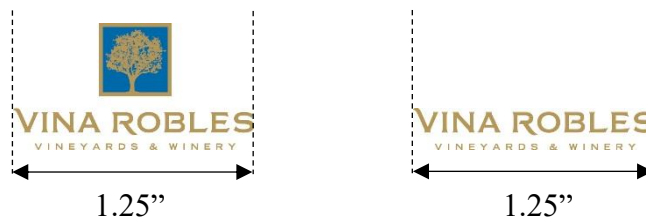
VINA ROBLES
VINEYARDS & WINERY

For embroidered items, such as clothing, a tone in tone logo may be acceptable. Please obtain approval from the Vina Robles Director of Marketing.

2.7 Size Requirements

To ensure the clarity and legibility of the logo and to maintain its integrity, a recommended minimum width of 1.25" has been established for print logo versions (primary and wordmark logos).

The logo may be scaled up as large as necessary and appropriate.



2.8 Placement

To ensure that the Vina Robles logo clearly stands out wherever it appears, a clear space has to be maintained around the logo.

Clear space is the area surrounding the logo that must always be free of text, graphic elements or other visual distractions. The clear space must also be kept between the logo and the edge of the page, sign or label where it appears.

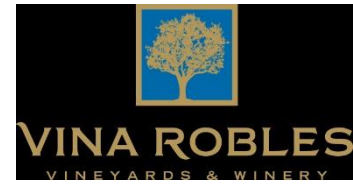
A minimum clear space of $\frac{1}{4} X$ has to be kept around the logo, where X is equal to the height of the entire logo including brandmark and wordmark.



2.9 Misuse Examples

The Vina Robles logos have been created to work across a broad range of applications. Please use logos as provided and specified without alteration.

Correct Uses:



Misuse Examples:

Below are some examples of possible misuses that apply to both the primary logo as well as the wordmark logo. Please note that these examples illustrate some, but not all possible misuses.



DO NOT use at an angle



DO NOT skew or distort vertically



DO NOT skew or distort horizontally



DO NOT change element placement



DO NOT add white background



DO NOT outline the font



DO NOT recolor brandmark



DO NOT recolor wordmark



DO NOT alter the typography



DO NOT add space between elements



DO NOT add copy



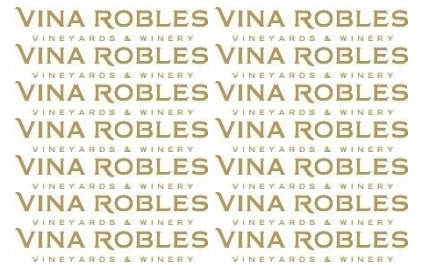
DO NOT remove design elements



DO NOT outline the logo



DO NOT add shadows



DO NOT create patterns

3 Typography

3.1 Logo

The Vina Robles lettering is custom – it is not an actual font. The company designation uses Trade Gothic Extended. No other font may be used or substituted.

Trade Gothic Extended
Wordmark Company Designation

ABCDEFGHIJK

3.2 Headlines

Headlines are titles and subtitles used in print and web materials. All headlines should use a typeset of the Engravers Gothic BT font family or any font from the Trade Gothic family. Title case (capitalizing all major words) is recommended for all headlines.

EngraversGothic BT

ABCDEFGHIJKLMN

Trade Gothic Font Family
(approved when EngraversGothic is unavailable)

Trade Gothic® Light
Trade Gothic® Light Oblique
Trade Gothic® Roman
Trade Gothic® Oblique
Trade Gothic® Bold
Trade Gothic® Bold Oblique
Trade Gothic® Bold #2
Trade Gothic® Bold #2 Oblique
Trade Gothic® Condensed #18
Trade Gothic® Condensed #18 Oblique
Trade Gothic® Bold Condensed #20
Trade Gothic® Bold Condensed #20 Oblique
Trade Gothic® Extended

Trajan Pro 3
Headlines in printed materials for the Hospitality Center

TRAJAN PRO 3 REGULAR
TRAJAN PRO 3 BOLD

Times New Roman
Headlines in business documents and correspondence

ABCDEFGHIJKLMN

Arial
Headlines in spreadsheets

ABCDEFGHIJKLMN

3.3 Body Copy

Body Copy refers to block of text or paragraphs. Never use Times New Roman Bold or Arial Bold to write copy of 20 words or more. Bold text shall be reserved to highlight certain text elements or for use in titles. Sentence case and left justified is the recommended body copy format.

LTC Metropolitan-Roman

ABCDEFGHIJKLMN

DINCond-Medium

ABCDEFGHIJKLMN

Times New Roman, 12pt

Business documents, e-mails

(approved when LTC Metropolitan is not available)

ABCDEFGHIJKLMN

Arial, 10pt

Spreadsheets

ABCDEFGHIJKLMN

4 Product Names

4.1 Wines

All Vina Robles wines shall be listed according to their individual label and the below listed standards.

The brand name “Vina Robles” shall always be listed first, followed by the vintage and the product name. If the product is non-vintage the vintage shall not be in the name.

The product name will consist of the varietal or other name, plus a special designation in some cases. The varietal name shall be separated from the designation by a comma. On clearly branded POS materials or internal documents, the brand name “Vina Robles” may be omitted.

Estate Series Wines Brand Vintage Name, Designation (if one exists)
i.e. Vina Robles 2017 Sauvignon Blanc, Jardine Vineyard
Vina Robles 2015 Cabernet Sauvignon

Limited Estate Collection Wines Brand Vintage Name, Designation (if one exists)
i.e. Vina Robles 2014 Suendero, Adelaida Springs Ranch
Vina Robles 2014 Signature

Specialty Wines Brand Vintage Name, Designation (if one exists)
i.e. Vina Robles Brut
Vina Robles Grappa, Jardine Vineyard

In special circumstances, the wine name and special designation may fall on two different lines. In such a case, the comma may be omitted. This does not apply to body text within a paragraph.

2015 Mountain Road Reserve
Cabernet Sauvignon

2017 Rosé
Huerhuero Vineyard

4.2 Trademarks

The following are registered trademarks of Vina Robles, Inc.:

- Vina Robles®
- Vina Robles Amphitheatre®
- Huerhuero®
- Jardine Vineyard®
- Roseum®
- Syrée®
- Suendero®

5 Questions & Contact

Should you have any questions regarding the use of a Vina Robles logo or any of the information contained herein, please contact:

Catherine Jaeger
Director of Marketing

c.jaeger@vinarobles.com
805-227-4812 x 120

Trade and media information and downloads are available at www.vinarobles.com/trade.