



Somerston Estate
Identity Guidelines

SOMERSTON
E S T A T E

JUNE 2021

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.

03	Primary Identity
04	Primary Identity with Napa Valley
05	Secondary Identity
06	Clear Space
07	Minimum Size
08	Color
09	Black & White
10	Incorrect Uses
11	Primary Type
12	Secondary Type
13	Illustration

SOMERSTON
ESTATE
NAPA VALLEY

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.

SOMERSTON
E S T A T E

Primary Wordmark

Primary with Napa Valley

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

The Sommerston 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.

SOMERSTON
E S T A T E
N A P A V A L L E Y

Primary Wordmark with Napa Valley

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 secondary 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.*

SOMERSTON



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 minimum recommendation, and more clear space is preferable.



Minimum Size

The minimum 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)

Primary Identity with Napa Valley

SOMERSTON
E S T A T E
N A P A V A L L E Y



Print Applications
.575 inches high (at 300 dpi)

SOMERSTON
E S T A T E
N A P A V A L L E Y



Electronic Applications
55 pixels (at 72 dpi)

Secondary Identity

SOMERSTON



Print Applications
.25 inches high (at 300 dpi)

SOMERSTON



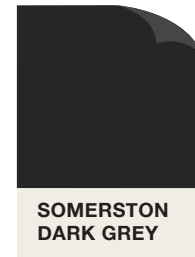
Electronic Applications
25 pixels (at 72 dpi)

Color

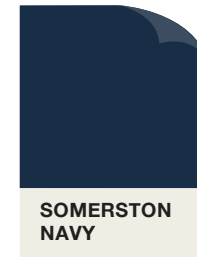
Consistent use of color is essential to your brand's strategy. To add depth to the brand, a color palette has been created for use in printed and electronic materials. These colors are derived from the Somerton Property. Each of these colors are shown in Pantone PMS, CMYK and RGB.

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
NAVY**

PANTONE®	PANTONE 426	PANTONE 540
CMYK	C73 M66 Y62 K67	C93 M78 Y46 K46
RGB	R38 G39 B41	R26 G46 B70

Secondary Colors



**SOMERSTON
GREY**



**SOMERSTON
RED**



**SOMERSTON
GOLD**

PANTONE®	PANTONE Cool Gray 8	PANTONE 1807	PANTONE 871
CMYK	C49 M40 Y39 K4	C24 M91 Y78 K16	C44 M45 Y74 K17
RGB	R136 G138 B140	R167 G52 B57	R38 G39 B41

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 Sommerston Dark Grey.

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

SOMERSTON
E S T A T E

SOMERSTON
E S T A T E

SOMERSTON

SOMERSTON

SOMERSTON
E S T A T E
N A P A V A L L E Y

SOMERSTON
E S T A T E
N A P A V A L L E Y

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.

Primary Identity



SOMERSTON
E S T A T E

DO NOT rotate the identity.



SOMERSTON
E S T A T E

DO NOT distort the identity.



SOMERSTON
E S T A T E

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



SOMERSTON
E S T A T E

DO NOT alter the color.



SOMERSTON
E S T A T E

DO NOT add effects.



SOMERSTON
E S T A T E

DO NOT use gradients within the identity.

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 typefaces shown here should be used in labels, headlines, minimal body copy, pull quotes, charts and all other forms of communication. It is important to employ this type family wherever possible. Classic Roman should always be used for setting vineyard block numbers.

Note: *Luxury Gold* typeface can be purchased at: https://houseind.com/hi/luxury_text

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

Luxury Gold

Luxury Gold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CLASSIC ROMAN

CLASSICROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Secondary Type

The secondary brand typeface shown here should be used as secondary type treatments, with usage primarily for large bodies of copy when Luxury Gold is not appropriate for copy length.

Kepler Std is also used for web-based type. Consistent usage of Kepler Std for Web copy only, will ensure that the messaging is clear, easy to read and accessible.

Note: Verlag typeface can be purchased at:
<http://www.typography.com/fonts/verlag/>

Note: Kepler Std typeface is available at:
<https://fonts.adobe.com/fonts/kepler>

Verlag

Verlag
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Kepler Std

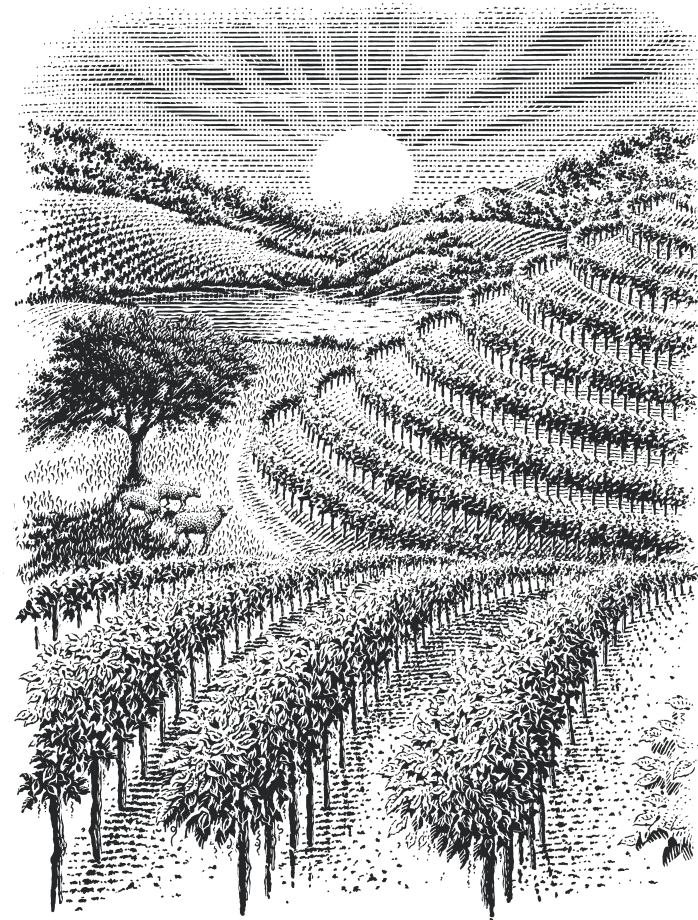
Kepler Std
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Illustration

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

The Somerton 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