

ST. FRANCIS WINERY & VINEYARDS BRAND STANDARD

LOGO USE

The St. Francis Winery & Vineyards logo should be included on all winery materials. The logo should be used in all situations that call for the official mark of the Winery. For example, it should be used as the mark of the Winery in publications and at public events that visually represent St. Francis.

COLOR & BACKGROUND

Maintain contrast between the background and the logo to ensure legibility. Never print it against or dropped out of a “busy” background that compromises its visibility.

The logo may be printed against the St. Francis tower sketch, or dropped out of a photographic image only if it remains highly visible and legible.

Scale

In print, the St. Francis logo should be large enough to ensure legibility and a proper hierarchical relationship to other typographic elements and should only scaled proportionally, not to be smaller than 0.50” tall.

TYPEFACES

CLASSIC ROMAN is the font used in the primary logo. This can be used in select titles. **ARNO PRO** is primary for headings, subheadings and should be used in all body text.

SCRIPTS (SCRIPTS CAN NEVER BE USED AS ALL CAPS)

JULIETTA MESSIE is to be used for “Authentic Sonoma” campaigns

THINKING OF BETTY script can be used in digital promotions.

Older materials used **EMILY AUSTIN** for script typefaces. Script typeface is to be used in headers and subheaders.

CERTIFIED SUSTAINABLE LOGO

Certified Sustainable logo must be included on all marketing materials. Height may range from 0.5” - 0.35” and must stay proportional to SFW logo and display proper hierarchical relationship. This logo should be represented in full color and placed on a white-opaque rectangular area of equal size.

CERTIFIED SUSTAINABLE ESTATE VINEYARD REFERENCE

When officially stating any St. Francis Certified Sustainable Estate Vineyard, such as Wild Oak, Behler and/or Lagomarsino, “Estate” must be positioned between the name and “Vineyard” in all situations. Example: Certified Sustainable Wild Oak Estate Vineyard



@StFrancisWinery

#authenticsonoma

(anything Sonoma County related)

#tastesonoma

(wine tastings, culinary)

#purewinemaking

(production, winemakers, staff)



SFW Dot
any color is permissible



Wine Club Seal

	PANTONE: PROCESS BLACK RGB: 0 0 0 HEX: #000000 CMYK: 10% 10% 10% 100%
	PANTONE: WHITE RGB: 255 255 255 HEX: #FFFFFF CMYK: 0% 0% 0% 0%
	PANTONE: LT. GRAY WARM 2 U RGB: 207 199 192 HEX: #CFC7C0 CMYK: 14% 14% 16% 0%
	PANTONE: DK GRAY WARM 4 U RGB: 180 172 166 HEX: #B4ACA6 CMYK: 24% 23% 25% 5%
	PANTONE: BURDUNDY/RED 1807 C RGB: 127 10 10 HEX: #7F1417 CMYK: 17% 100% 100% 6% (INHOUSE)

ST. FRANCIS LOGO TREATMENT



ST. FRANCIS
WINERY & VINEYARDS



RASTER TOWER (GRAYSCALE)



VECTOR TOWER / ETCHINGS