

ST·FRANCIS

WINERY & VINEYARDS

BRAND STANDARD & GUIDELINES

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 the brand or product. Variations including the Bell Tower illustration are acceptable, however primarily used for Distribution. The brand should always include the words “St. Francis Winery & Vineyards,” and should not be abbreviated.

COLOR & BACKGROUND

Always maintain contrast between the brand and the background to ensure legibility across all characters. Never print brand against or dropped out of a “busy” background. The logo may be printed against the St. Francis tower sketch, faint clouds, or subtle gradients. Extra attention should be paid to brand contrast prepared for digital designs and presentations to adhere to ADA regulations.

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 be scaled proportionally, not reduced smaller than 0.50” tall.

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ESTATE VINEYARDS

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

ALTERNATE LOGOS & EMBLEMS

Alternate emblems, badges and insignias exist for non-traditional branding placements such as merchandise, labels, signage and watermarking. Use of these variations must be approved by Marketing. Color applications must follow brand color guidelines listed on page 2.

SFW DOT



SFW EMBLEM



TOUR DE ST. FRANCIS BADGE



WINE CLUB SEAL



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VECTOR TOWER / ETCHINGS



REJECTED



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AUTHENTIC SONOMA

In 2018 St. Francis Winery & Vineyards adopted the brand tagline “Authentic Sonoma from Vineyard to Table” to be used by the winery and Kobrand. The typographic logo developed for this campaign can be utilized as a brand accent or stand-alone header. In the latter case, the primary brand must be located relatively on the substrate’s same composition, screen, page, or side.



SOCIAL MEDIA TAGS



#authenticsonoma
(events, venue, nature, wine)

#tastesonoma
(wine tastings, culinary)

COLOR REFERENCES

	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)

CERTIFIED CALIFORNIA SUSTAINABLE LOGO

Certified Sustainable logo must be included on all printed 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 an white-opaque rectangular area of equal size.



SONOMA VALLEY WINE BRAND should be showcased on any printed/digital material relating strictly to locations, events or wines taking place or derived from the Sonoma Valley AVA. Full color and monochromatic formats acceptable.



AUTHORIZED TYPEFACES

DOWNLOAD @ STFRANCISWINERY.COM/TRADE/BRAND-LOGO-PACKAGE/

CLASSIC ROMAN is the font used in the primary logo. This can be used in select titles.

ARNO PRO (Light Display) is preferred body text**

ARNO PRO (Regular/SemiBold) in All Caps for headings and subheadings**

**All ARNO PRO fonts should be set with a minimum kerning of 20pt

Emily Austin Emily Austin script typeface used for AVA on Artisan Labels

Julietta Messie - Julietta Messie is to be used for “Authentic Sonoma” campaigns
Script fonts should be set with a 0 kerning. Script fonts should never be in All Caps