
GEN
EVA
WINES
Branding Guideline

Contents

4 Imagery

7 Logo

11 Colours

13 Typography

16 Elements

18 Brand Application

Introduction

The following document has been designed as a guideline for Geneva Wine's visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency. The Geneva Wines logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

4

IMAGERY

Imagery is essential to your brand as it serves as a visual and conceptual foundation for the brand's identity. The following is a mood board and list of key words to ensure that every design element is cohesive and aligned with the brand's personality.

Mood Board

















Key Words

Clean	Sophisticated	Sleek	Elegant
Modern	Timeless	Contemporary	Eye Catching
Refined	Inviting	Curated	Fresh

7

LOGO

Your logo is the visual cornerstone of your brand. The following is an outline for your logo to inform your audience on how to use your logo correctly and why.

GEN
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Primary Logo

The Geneva Wines logo conveys minimalism and sophistication through the use of a geometric typeface, giving it a clean and modern feel. The stylized letter forms give the design a subtle edge to reflect a contemporary aesthetic. The stacked design presents a striking and dynamic layout and by breaking the word “Geneva” into two distinct lines, it creates a sense of balance and refinement.

GENEVA

WINES

Horizontal Logo Variation

The horizontal arrangement provides a more streamlined and traditional approach. It delivers a sophisticated, clean aesthetic that is well-suited for a wide range of branding contexts, from bottle labels to website headers. This version is versatile, ensuring that the brand's name is presented with clarity and elegance in a way that feels timeless.

Clearspace



Minimum Size

GEN
EVA
WINES

Print: 22 mm W

Digital: 63 px W

GENEVA
WINES

Print: 38 mm W

Digital: 108 px W

Logo Principles

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround logo with clearspace, as shown in the diagram. Do not place any other elements within the clearspace zone specified.

11

COLOURS

An outline for your colour palette, specifically designed to reflect your brand's personality and identity.



SAGE GREEN

PANTONE: 5655 C

HEX: #AEBBAF

CMYK: 33, 18, 31, 0

RGB: 175, 187, 175

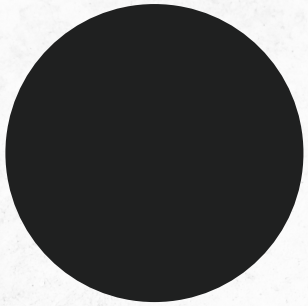
SOFT GREY

PANTONE: COOL GRAY 1 C

HEX: #D8D8D6

CMYK: 13.93, 10.73, 12.23, 0

RGB: 216, 216, 214



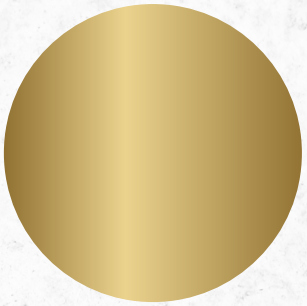
BLACK

PANTONE: NEUTRAL BLACK C

HEX: #222222

CMYK: 71.57, 65.57, 64.47, 72.34

RGB: 34, 34, 34



GOLD

METALLIC FINISH

Colour Palette

A colour palette is a vital component of any brand's identity. It evokes emotions and creates a cohesive visual experience, making your brand instantly recognizable and memorable. This color palette for Geneva Wines combines a sophisticated blend of soft neutrals and classic tones, each contributing to the brand's modern and refined image. Additionally, the gold finish used for printing communicates the standard of quality from Geneva Wines. This combination of subtle yet powerful hues helps create a cohesive brand image that is both elegant and approachable, making it ideal for Geneva Wines.

13

TYPOGRAPHY

An outline for your typography kit, showcasing how to use the fonts chosen and informing your audience on why they were chosen.

Typefaces

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

Minerva Modern is a sophisticated, elegant typeface that displays a refined and confident appearance. The subtle contrast in line weights throughout the font adds softness and approachability. This font is a perfect choice for a wine brand that values a both timeless and contemporary appeal.

Degular Light is a versatile sans-serif font with clean lines and a subtle softness. The modern aesthetic brings a fresh and approachable vibe, which helps balance the overall branding of Geneva Wines. This ensures an elegant yet accessible feel to a wide audience.

Together, these two fonts establish a dynamic typographic identity that is both classic and contemporary, elevating Geneva Wines as a brand that is polished and timeless.

Minerva Modern

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Degular

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

Font Hierarchy

Headlines

Minerva Modern

28px

Regular

Sentence Case

Subheadings

Minerva Modern

16px

Regular

Sentence Case

Body Copy

Degular

12px

Light

Sentence Case

Headline

Subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Eget nulla facilisi etiam dignissim diam quis. A condimentum vitae sapien pellentesque. Morbi enim nunc faucibus a. Est sit amet facilisis magna. Sagittis purus sit amet volutpat consequat. Dui vivamus arcu felis bibendum ut tristique. Cursus turpis massa tincidunt dui ut ornare lectus.

16

BRAND ELEMENTS

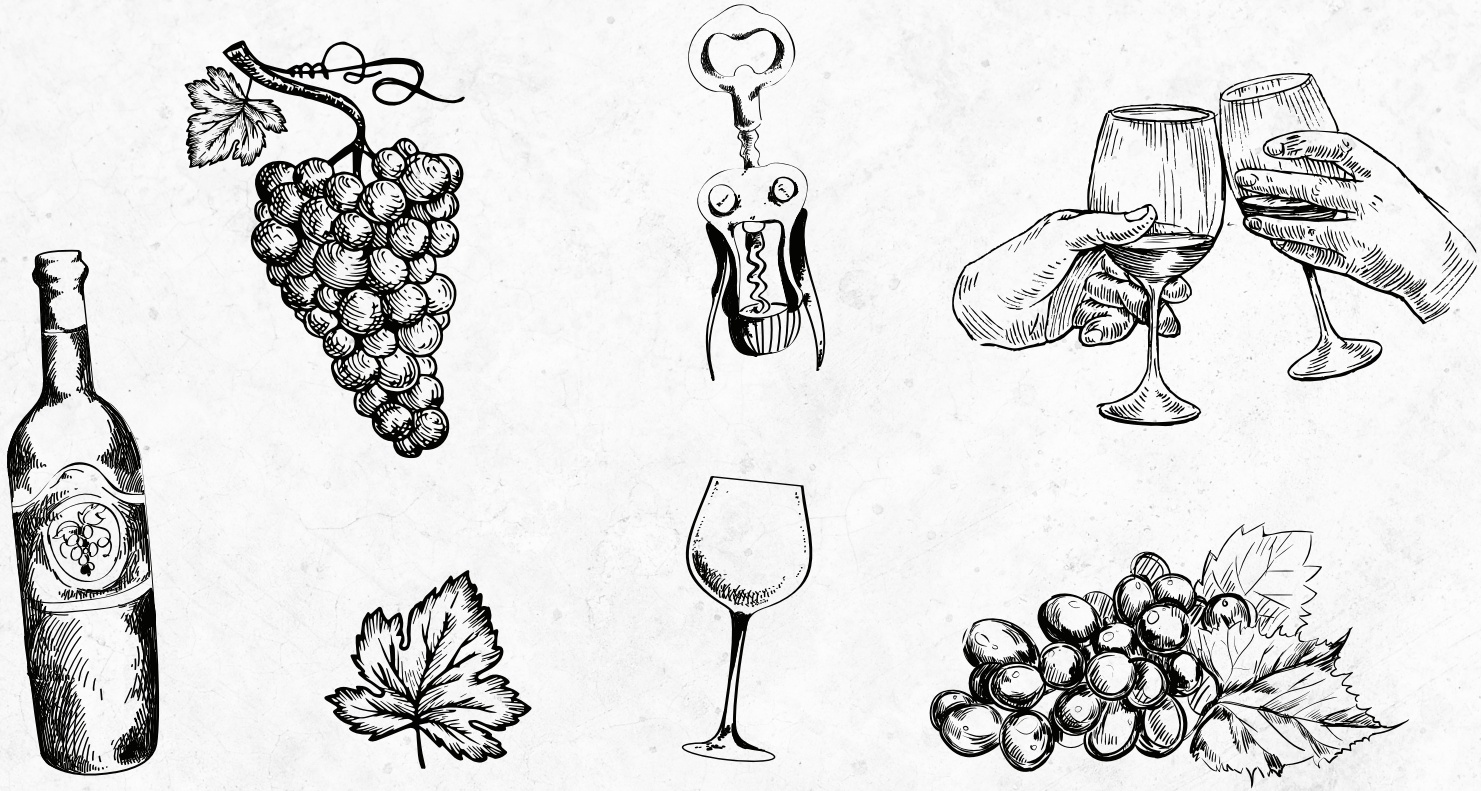
Secondary design elements that are used to help make up and strengthen a brand's identity.

Graphic Device

Brand elements are graphic components that work together to add depth and character to a brand, making it more engaging and distinctive.

This graphic device for Geneva Wines is inspired by a topographic map of Switzerland, tying back to the city which inspired it's name. This adds a unique layer of storytelling to the brand. The element can be used in the background of marketing collateral such as wine labels, brochures and websites, creating a consistent visual theme.





Brand Icons

These illustrated icons display the art of celebration, creating a cohesive narrative that reinforces Geneva Wines as a brand rooted in authenticity and meaningful Moments. They emphasise the brand's appreciation for both the everyday and the extraordinary. These illustrations can be used as accents on menus, packaging, gift boxes, social media graphics and more.

18

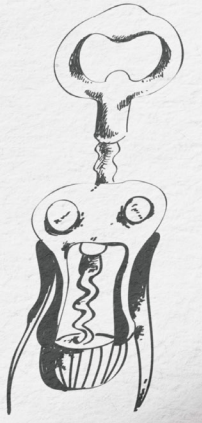
BRAND APPLICATION

A series of mock-ups to demonstrate the application of your brand across a variety of collateral.


GEN
EVA
WINES
RESERVE SHIRAZ 2018
GEN
EVA
WINES
MERLOT 2015


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EVA
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This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

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