

BRAND GUIDELINES

VERSION 3, 2026

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Introduction

The following document has been designed as a guideline for the Champoré visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The Champoré logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship betweenthe 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.

Welcome

Our brand is who we are. It is the collection of ideas, emotions and associations that come to mind whenever someone thinks of Champoré.

It lives across our advertising, website, products and every piece of communication we share but it extends far beyond what people see.

Our brand is expressed through every interaction and opportunity, from the way we work with suppliers, stockists and ambassadors to the celebrations, events and experiences we create. It is reflected in how we speak on social media and how we represent Champoré whenever we connect with others.



Our Vision

A drink for Australia where every moment, big or small, feels worth celebrating.

Who We Are

At Champoré, we believe every moment is worth celebrating.

Born in Australia, Champoré is a premium wine spritz crafted with real white wine and a crisp touch of natural lemon. Dry, balanced and effortlessly refreshing, it brings a little more lightness to every occasion.

From weddings and milestone celebrations to long lunches and spontaneous gatherings, Champoré is made for the moments that bring people together.

Our mission is to elevate every celebration with a refreshing drink that feels as joyful, vibrant and effortless as the occasion itself.

Best served chilled and shared with friends, family and everyone who makes the moment memorable.

CHAMPORÉ. CELEBRATE EVERY MOMENT.

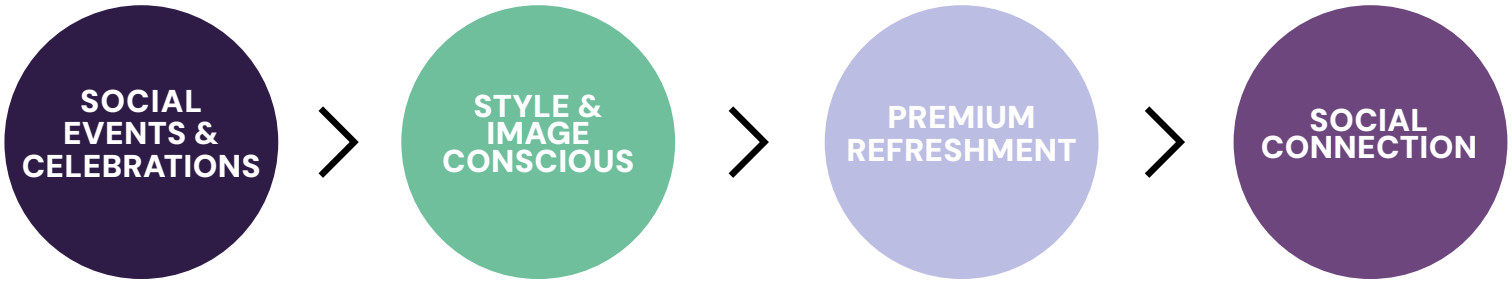


Our Mission

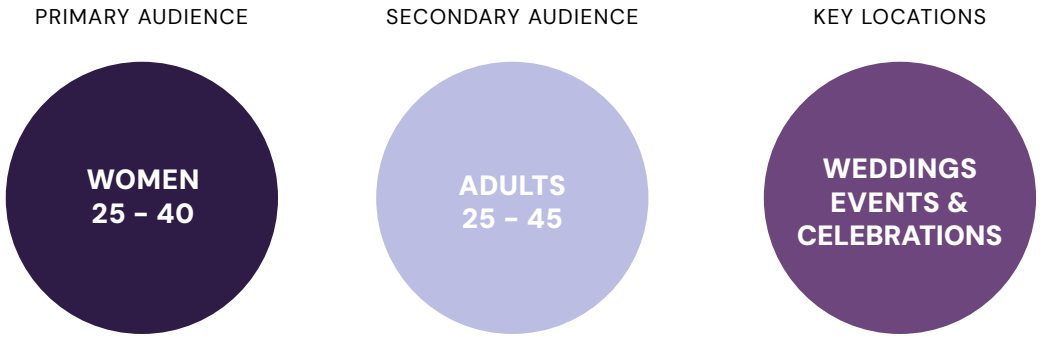
To craft bright, refreshing drinks that bring people together and elevate every celebration.

Our Audience

Champoré appeals to socially active adults seeking a refreshing and elevated alternative to traditional wine, beer and spirit-based seltzers. They value flavour, presentation and convenience, choosing drinks that complement weddings, celebrations, long lunches and memorable shared occasions.



While Champoré has broad adult appeal, its core audience is women aged 25–40 who are style-conscious, experience-led and drawn to premium drinks that feel modern, light and effortlessly enjoyable.



Our USPs

1 Created for occasions

2 Dry, balanced and effortlessly refreshing

3 Made with real white wine

4 Australian-owned and independent

5 Crisp natural lemon flavour

6 The elegance of wine. The refreshment of seltzer.

7 Refresh and reset together with friends

8 Easy to serve and easy to enjoy

9 Big opportunity to provide an alternative alcohol option, particularly for women who are interested in something other than wine

10 Don’t worry - feel good

A little bit about Champoré



55
CALORIES

4%
ABV

0.5g
SUGAR

0.5g
CARBS

NATURAL
LEMON

AUSTRALIA'S
FAVOURITE
EVENT SELTZER

AUSTRALIAN
SOURCED &
PRODUCED

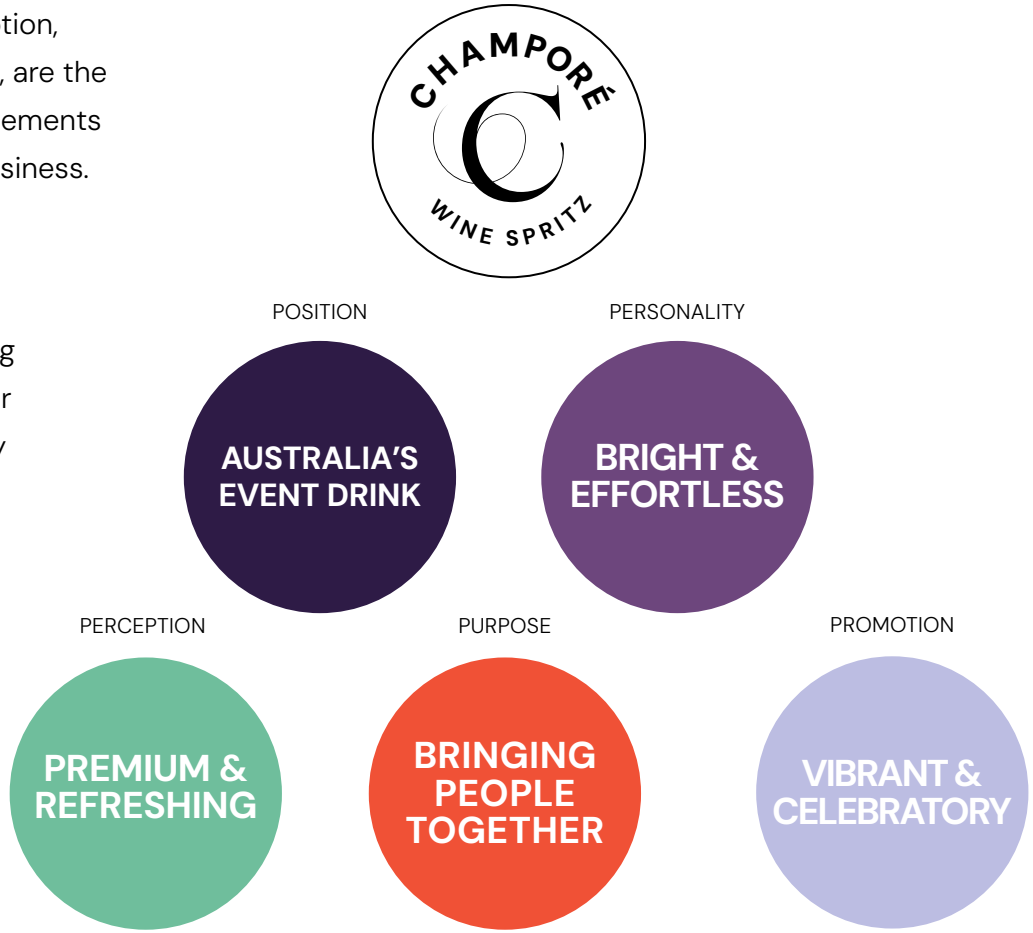
VEGAN

GLUTEN
FREE

Brand Pillars

The 5 Brand Pillars, Purpose, Perception, Personality, Position, and Promotion, are the foundation of your brand and the elements that inform every aspect of your business.

Position is Australia's Event Drink
Personality is Bright & Effortless
Perception is Premium & Refreshing
Purpose is Bringing People Together
Promotion is Vibrant & Celebratory





Our Logo

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



Primary Logo

The Champoré wordmark features a refined high-contrast serif typeface that blends timeless elegance with modern sophistication.

Delicate curves, elongated letterforms and subtle custom details create a premium, memorable identity, while the minimal secondary descriptor keeps the brand name as the focal point. The result is a confident, contemporary logo that reflects the fresh, elevated character of Champoré.



Monogram



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.

Clearspace



Minimum Size

Champoré
WINE SPRITZ

Print: 45 mm W
Digital: 130px W

Rules of use vs incorrect usage

Misuse of our logo dilutes our identity and compromises our brand's look. The Champoré logo should always be reproduced according to the specifications set in these guidelines and as per master artwork supplied. The examples shown here illustrate incorrect use of the logo. Never modify the logo or try to recreate the logo in any way. Always use master artwork supplied.

Champoré
WINE SPRITZ

1. Never change the relationship between logo elements

Champoré
WINE SPRITZ

2. Never change any of the colours

Champoré
WINE SPRITZ

3. Never distort or skew the logo

Champoré
WINE SPRITZ

4. Never flip the logo

Champoré
WINE SPRITZ

5. Never ghost the logo or change the opacity



6. Never use the logo on a background where it can not be seen in its entirety

Social Media

Champoré must have a consistent social media presence on Instagram. Our social media interactions should be clean, stylish and engaging.

Social media channels

www.instagram.com/drinkchampore

Website URL

Preferred marketing format in lowercase
champore.com

All caps is also acceptable
CHAMPORE.COM

Email addresses

Preferred email address format
name@champore.com

General hashtags

#champore #celebrateeverymoment #perfectpour
#madeforcelebrating #goodtimes#lowcalories
#sipandsavour #raiseaglass #cheerstothat



Colours

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



Colour Palette

A colour palette is a vital component of any brand's identity. The Champoré colour palette draws inspiration from the fresh botanicals, citrus notes and refined character of white wine. Each colour has been carefully selected to balance sophistication with vibrancy, creating a premium yet approachable visual identity.

Deep Blue
Pantone 2695 C
HEX: #2E1C47
CMYK: 89/96/40/43
RGB: 46/28/71

Forest Green
Pantone 2259 C
HEX: #498251
CMYK: 74/28/82/13
RGB: 73/130/81

Lemon Zest
Pantone Yellow 012 C
HEX: #FFE000
CMYK: 2/7/99/0
RGB: 255/224/0

Purple
Pantone 3515 C
HEX: #6D467D
CMYK: 66/83/23/7
RGB: 109/70/125

Green
Pantone 2247 C
HEX: #70BF9B
CMYK: 57/3/49/0
RGB: 112/191/155

Yellow
Pantone 128 C
HEX: #F2D350
CMYK: 6/13/81/0
RGB: 242/211/80

Lavender
Pantone 7444 C
HEX: #BCBDE2
CMYK: 29/24/0/0
RGB: 188/189/226

Pale Green
Pantone 2253 C
HEX: #C3F1CF
CMYK: 27/0/26/0
RGB: 195/241/207

Pale Yellow
Pantone 600 C
HEX: #F9F29D
CMYK: 7/3/48/0
RGB: 249/242/157

Peach
Pantone 163 C
HEX: #FF9C76
CMYK: 0/47/57/0
RGB: 255/156/118

Tomato Red
Pantone 2028 C
HEX: #F05136
CMYK: 1/93/100/0
RGB: 240/81/54

Cherry Red
Pantone 3546 C
HEX: #C34342
CMYK: 11/100/100/3
RGB: 195/67/66

Primary Colour Palette

Our primary colour palette features our Deep Blue, contrasted with white, Forest Green and Lemon Zest. The use of White gives our branding breathing space, and the Deep Blue draws attention. The Lemon Zest provides pops of warmth.

Deep Blue
Pantone 2695 C
HEX: #2E1C47
CMYK: 89/96/40/43
RGB: 46/28/71

Forest Green
Pantone 2259 C
HEX: #498251
CMYK: 74/28/82/13
RGB: 73/130/81

White
HEX: #FFFFFF
CMYK: 0/0/0/0
RGB: 255/255/255

Lemon Zest
Pantone Yellow 012 C
HEX: #FFE000
CMYK: 2/7/99/0
RGB: 255/224/0

Secondary Colour Palette

Our secondary colour palette offers additional tints to compliment our primary colour palette, and may be used to champion possible peach and berry flavours in the future.

Purple
Pantone 3515 C
HEX: #6D467D
CMYK: 66/83/23/7
RGB: 109/70/125

Green
Pantone 2247 C
HEX: #70BF9B
CMYK: 57/3/49/0
RGB: 112/191/155

Yellow
Pantone 128 C
HEX: #F2D350
CMYK: 6/13/81/0
RGB: 242/211/80

Lavender
Pantone 7444 C
HEX: #BCBDE2
CMYK: 29/24/0/0
RGB: 188/189/226

Pale Green
Pantone 2253 C
HEX: #C3F1CF
CMYK: 27/0/26/0
RGB: 195/241/207

Pale Yellow
Pantone 600 C
HEX: #F9F29D
CMYK: 7/3/48/0
RGB: 249/242/157

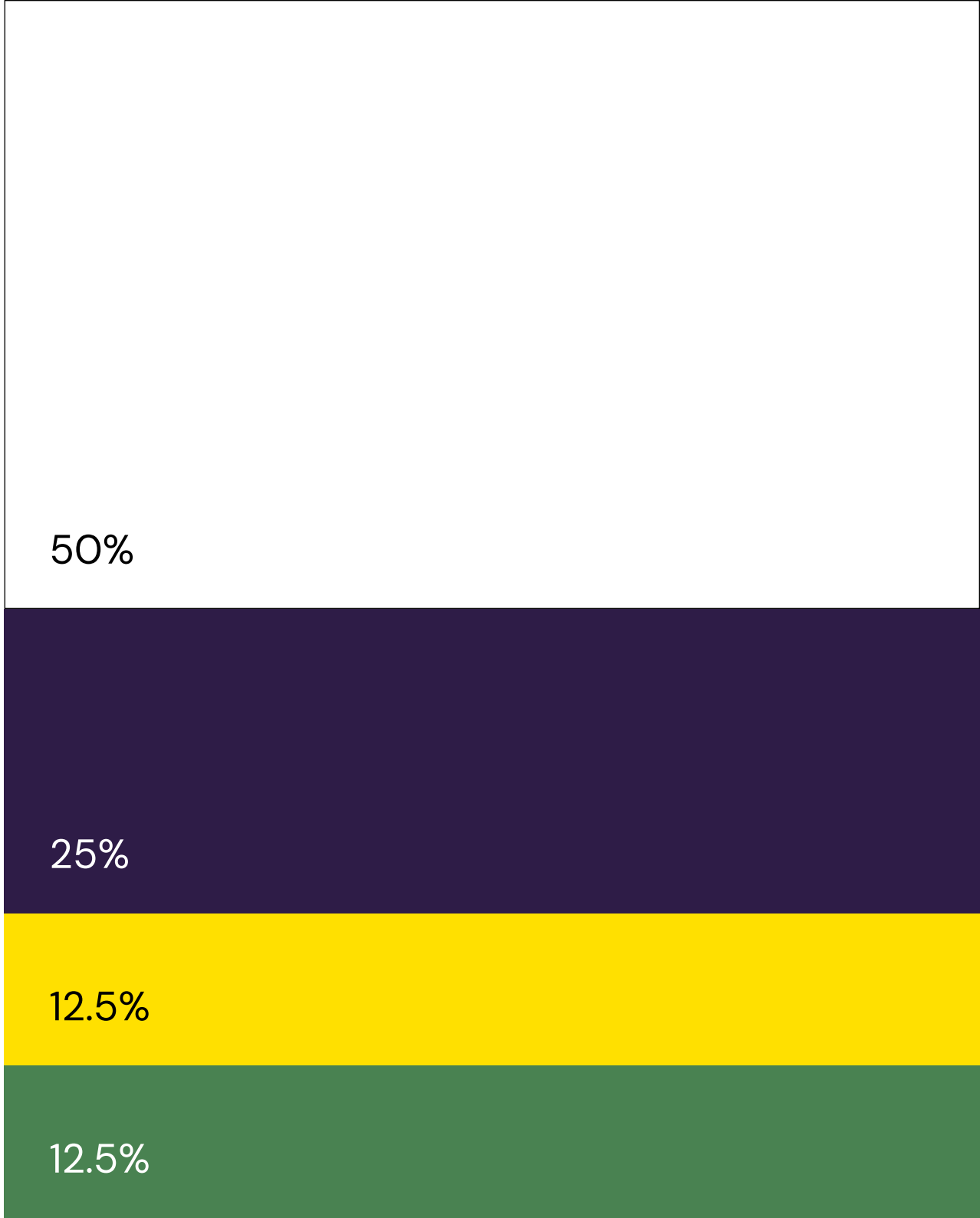
Peach
Pantone 163 C
HEX: #FF9C76
CMYK: 0/47/57/0
RGB: 255/156/118

Tomato Red
Pantone 2028 C
HEX: #F05136
CMYK: 1/93/100/0
RGB: 240/81/54

Cherry Red
Pantone 3546 C
HEX: #C34342
CMYK: 11/100/100/3
RGB: 195/67/66

Colour Hierarchy

A clear colour hierarchy creates balance, consistency and visual impact across the brand. White makes up 50% of the palette, providing breathing space and allowing key elements to stand out. Deep blue accounts for 25% as the primary brand colour, reinforcing recognition and creating a strong visual anchor. The remaining 25% is shared between complementary colours, adding warmth, personality and flexibility while supporting the core brand identity.





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 plays a vital role in shaping the Champoré brand. It enhances readability while reinforcing the brand's refined, contemporary personality and premium aesthetic.

Together, CoFo Raffine, Caveat and DM Sans create a balanced and versatile typographic system. CoFo Raffine brings premium elegance to our wordmark, and lends a strong sense of sophistication to headlines and hero messaging. Caveat offers a freeform handwritten flair to highlight points, while DM Sans provides clarity, versatility and exceptional legibility for body copy and supporting content. Combined, they establish a timeless visual language that feels both luxurious and approachable.

Logo / Heading Typeface

CoFo Raffine Medium

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

Highlight Typeface

Caveat 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

Body Typeface

DM Sans

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

Highlight
Caveat
Regular
Metrics: -40 Tracking
Sentence Case

Heading
CoFo Raffine
Medium
Metrics: 0 Tracking
Title Case

Sub Heading
DM Sans
Bold
Metrics: 0 Tracking
Title Case

Body Copy
DM Sans
Regular
Metrics: 0 Tracking
Sentence Case

Display text

Heading

Sub Heading
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. Cursusturpis massa tincidunt dui ut ornare lectus.



Assets

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









Lemon





Brand Pattern

The brand pattern has been designed to complement the brand and further extend its visual language. The overall aesthetic is minimalistic, clean, and bold, using a simple outline.

The design encapsulates the fresh, and stylish essence of the brand and create an engaging and recognisable brand identity.





Brand Applications

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



lemon



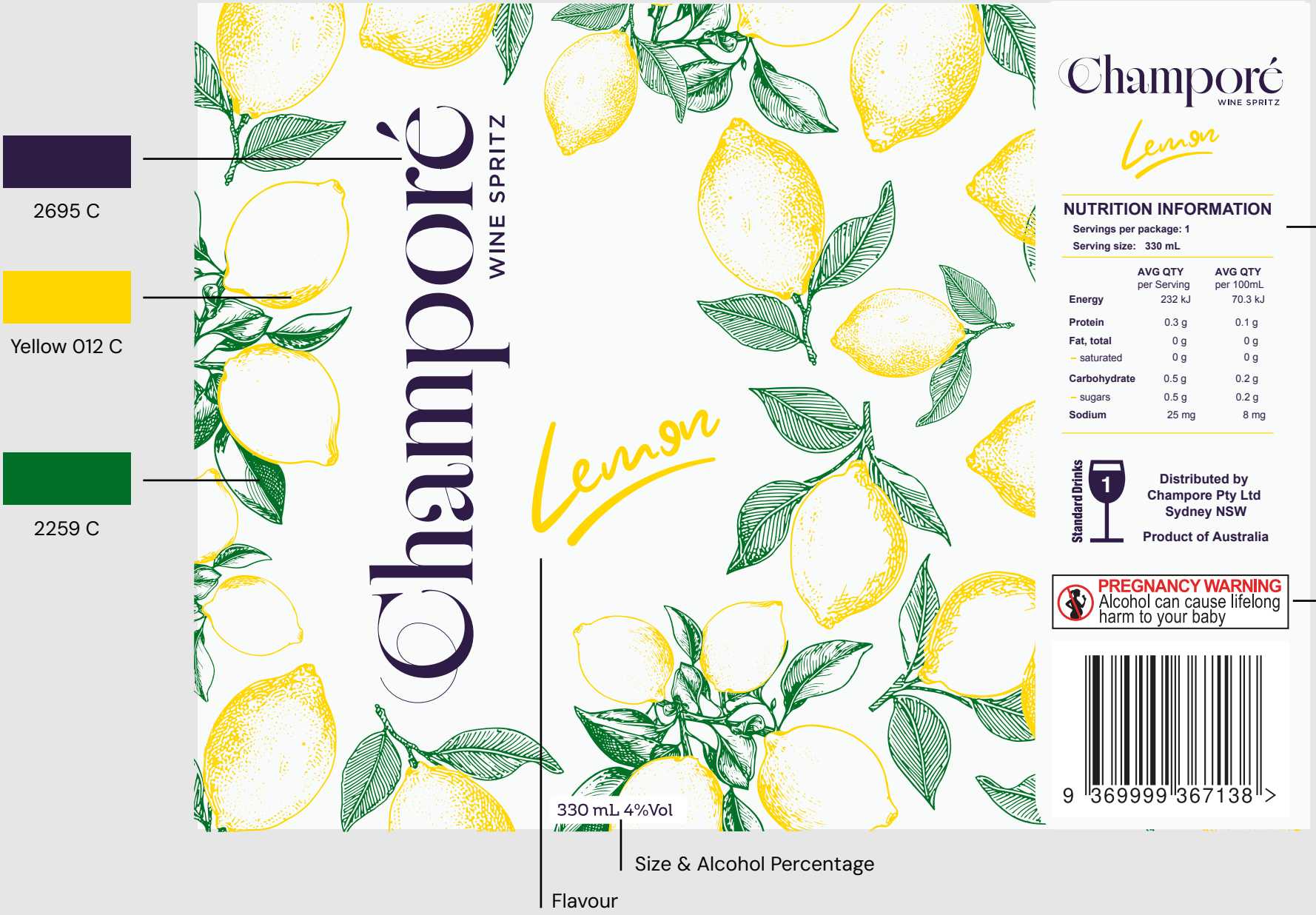

Champoré
Lemon


CHAMPORÉ
WINE SPRITZ
Lemon
5L
4% ALC/VOL
GLUTEN FREE


Champoré
white wine seltzer


white wine seltzer

Can Packaging Breakdown




= Cut (trim) line
Bleed Area,
= extend artwork
to here
= Mounting Tape
Template Name:
Square-5x4-825.pdf
Champoré
WINE SPRITZ
Grab a
Lighter
refreshing
lemon
spritz
only 55 calories


Champoré
WINE SPRITZ
Grab a
Lighter
refreshing
lemon
spritz
only 55 calories


Champoré
WINE SPRITZ
Champoré
WINE SPRITZ
Champoré
WINE SPRITZ
Champoré
WINE SPRITZ
Lemon
Made for the moments
worth celebrating
Celebrate every moment
Champoré
white wine seltzer
Lemon
Champoré
WINE SPRITZ
champore.com
Champoré
WINE SPRITZ


Champoré
white wine seltzer
Champoré
Celebrate Every Moment


Lemon
Champoré
WINE SPRITZ


Champoré
white wine seltzer


Champoré
white wine seltzer
Lemon
Champoré
white wine seltzer
Lemon
Champoré
white wine seltzer
Lemon

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

WHITE KEY MARKETING