

Wines Of Chile



Brand Guidelines | May 2019



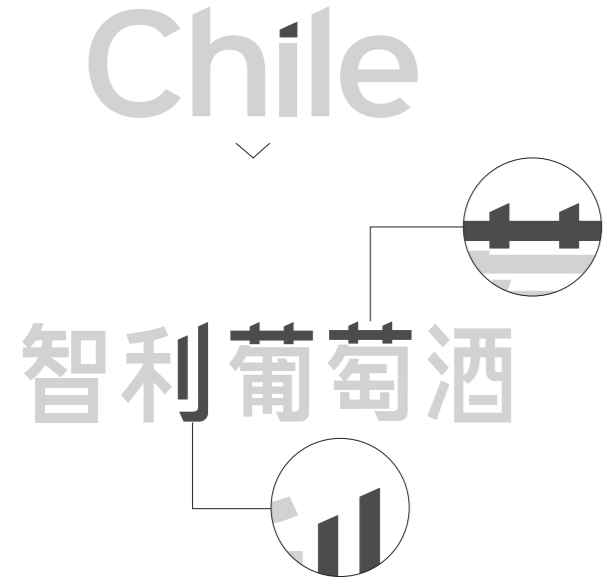
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Logo Design Rationale

Logo should look coherent in both Chinese and English version.

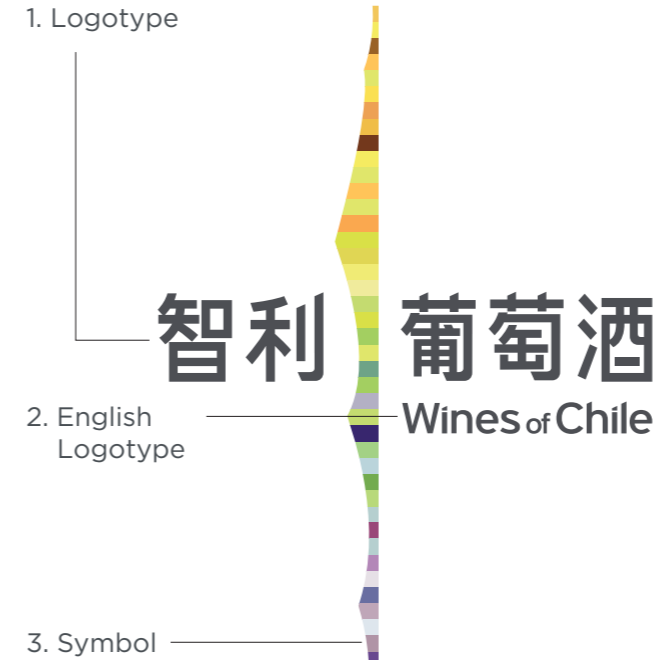
Thus, we redesigned the Chinese logo from a similar fonts family (Sans Serif), then applied the most distinguishing “Cutting Edge” on it.



Logo Colour

To ensure consistent colour applications, always use the colour specifications assigned from Pantone, CMYK and RGB colour usage.

For applications on different materials, it is suggested to visually match the colour test with Pantone Chips.



Logotype



Symbol

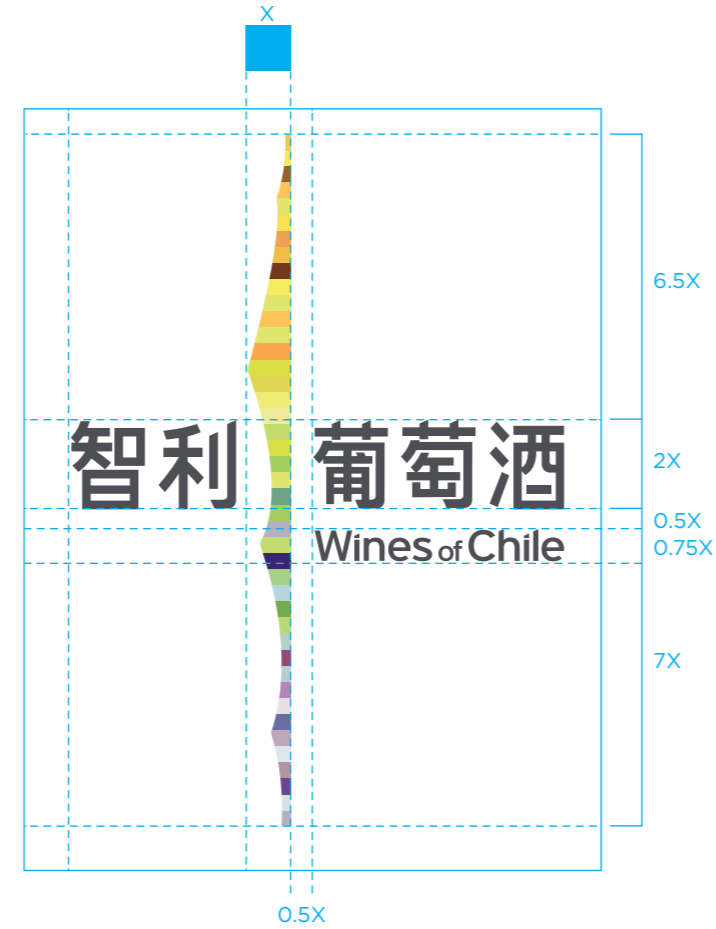
 PANTONE 141 C R242 G199 B92 0C 16M 65Y 0K	 PANTONE 135C R255 G198 B88 0C 21M 76Y 0K	 PANTONE 100C R246 G235 B97 0C 0M 56Y 0K	 PANTONE 1395C R153 G96 B23 95C 5M 100Y 39K	 PANTONE 1395C R153 G96 B23 95C 5M 100Y 39K	 PANTONE 393C R240 G236 B116 6C 0M 55Y 0K
 PANTONE 113C R250 G224 B83 0C 2M 83Y 0K	 PANTONE 157 C R236 G161 B84 0C 42M 74Y 0K	 PANTONE 142C R241 G190 B72 0C 24M 78Y 0K	 PANTONE 168C R115 G56 B29 12C 80M 100Y 60K	 PANTONE 600C R241 G235 B156 2C 0M 39Y 0K	 PANTONE 374C R197 G232 B108 30C 0M 64Y 0K
 PANTONE 367C R164 G214 B94 41C 0M 68Y 0K	 PANTONE 556C R111 G162 B135 54C 8M 47Y 14K	 PANTONE 549 C R107 G164 B184 56C 8M 9Y 21K	 PANTONE 804C R255 G170 B77 0C 41M 63Y 0K	 PANTONE 610C R225 G213 B85 8C 1M 74Y 2K	 PANTONE 380C R219 G228 B66 18C 0M 82Y 0K
 PANTONE 552C R185 G211 B220 24C 3M 7Y 2K	 PANTONE 7489C R116 G170 B80 56C 2M 78Y 5K	 PANTONE 366C R183 G221 B121 31C 0M 51Y 0K	 PANTONE 682 C R153 G72 B120 24C 86M 42Y 8K	 PANTONE 7439C R178 G136 B185 27C 52M 0Y 0K	 PANTONE 663C R229 G225 B230 3C 6M 0Y 2K
 PANTONE 7668C R104 G110 B159 67C 56M 8Y 0K	 PANTONE 5155C R175 G149 B166 15C 38M 7Y 22K	 PANTONE 5215C R175 G149 B166 15C 38M 7Y 22K	 PANTONE 7678C R104 G71 B141 74C 85M 0Y 0K	 PANTONE 656C R221 G229 B237 10C 2M 0Y 0K	 PANTONE 7541C R217 G225 B226 7C 1M 3Y 2K
 PANTONE 5295C R179 G176 B196 26C 22M 2Y 9K	 PANTONE 2685C R51 G0 B114 90C 99M 0Y 8K	 PANTONE 359C R161 G216 B132 40C 0M 50Y 0K	 PANTONE 5523C R182 G207 B208 22C 1M 9Y 2K		

Logo Grid

Our logo signature is combined with Logo symbol and logotype. Please always maintain the logo proportions shown on the right. X=Width of logo symbol.

Logo Priority

Primary Logo(Colour) > Secondary Logo (Colour)
Primary Logo(Colour) > Primary Logo (B/W)



Clear Space

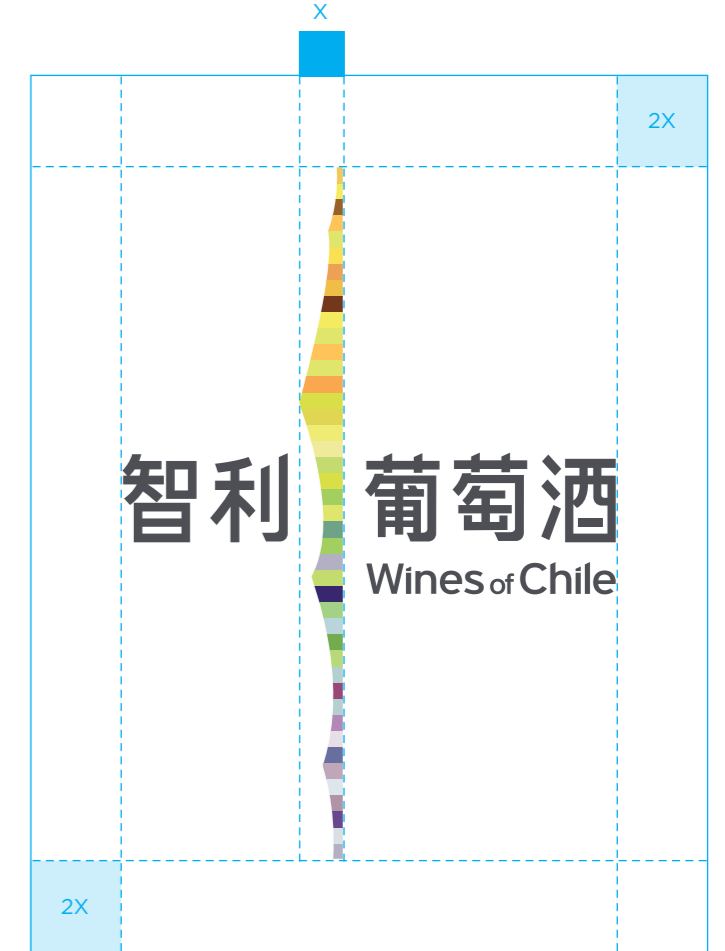
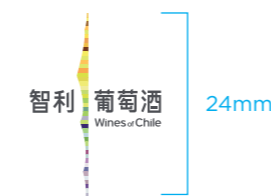
Always surround the logo with the amount of clear space shown to ensure that the logo can be easily identified, is visible and legible wherever it appears.

Clear space is the minimum “breathing room” maintained around our logo.

Minimum Size

Minimum size refers to the smallest allowable logo size. The logo is available in the size that can be scaled down to a minimum size of 24mm high for the preferred logo.

Always maintain the logo’s aspect ratio when scaling.



Logo Versions

Full colour logo versions are the primary logo options to be used across all applications.

Whenever possible, the full colour-white versions should be used. To ensure visibility and contrast of the logo, it is recommended to apply it to either plain white or solid black backgrounds.

Monotone colour version should be used for media that are printed in black and white. Monotone version may also be used when the background is an image.

The logo versions should always appear in the colours shown here, and never in other colours including any of the supporting colours. Whenever possible, the black or white versions should be used.



Full Colour



Full Colour on dark background



Monotone



Monotone on dark background

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Full Colour on dark background



Monotone



Monotone on dark background

Chile Logo Endorsement

We try to maintain the same proportions between logo and Logo of Chile. Two logos should be placed side by side with a thin light grey line in between. Follow the clear space between these 3 elements shown on the right.



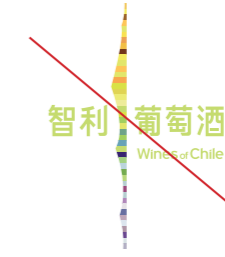
Demonstration



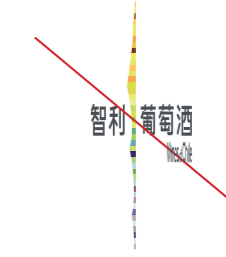
Incorrect Logo Usage

To ensure that the logo is clearly recognizable, it should be used properly and not altered under any circumstances.

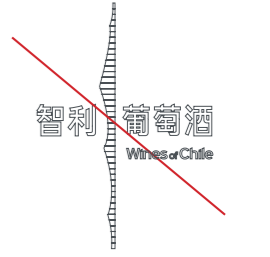
Consider the logo version and the background, it is placed on to provide the best legibility. The examples show various uses to avoid.



DO NOT change the logo's colour.



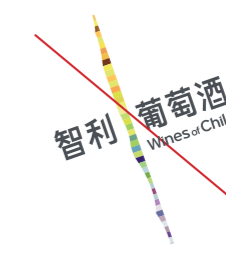
DO NOT change the logo's proportions.



DO NOT outline the logo.



DO NOT add drop shadows or other effects on the logo.



DO NOT rotate the logo.



DO NOT place the logo on the background with the similar colour.



DO NOT crop the logo.




DO NOT change the logo's position.

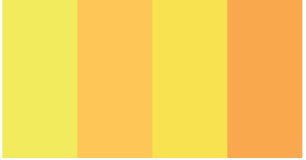



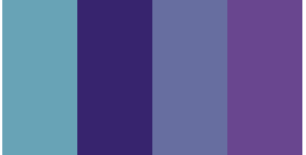


DO NOT use the logo in a holding box or other shape.

Colour Family

We developed the colour family from the logo symbol. This colour family explains the “Mountains, Plains and Coast of Chile”. Only one colour family can be used in each application.



Wineries Brown/Andes		PANTONE 100C R246 G235 B97 0C 0M 56Y 0K	PANTONE 135C R255 G198 B88 0C 21M 76Y 0K	
	Nature Green/Plains		PANTONE 113C R250 G224 B83 0C 2M 83Y 0K	PANTONE 804C R255 G170 B77 0C 41M 63Y 0K
	Vineyard Purple/Coستا		PANTONE 374C R197 G232 B108 30C 0M 64Y 0K	PANTONE 7489C R116 G170 B80 56C 2M 78Y 5K
		PANTONE 380C R219 G228 B66 18C 0M 82Y 0K	PANTONE 367C R164 G214 B94 41C 0M 68Y 0K	
		PANTONE 549 C R107 G164 B184 56C 8M 9Y 21K	PANTONE 7668C R104 G110 B159 67C 56M 8Y 0K	
		PANTONE 2685C R51 G0 B114 90C 99M 0Y 8K	PANTONE 7678C R104 G71 B141 74C 85M 0Y 0K	

Primary Fonts

PingFong Chinese is primary Chinese typeface, and has various weight suggested to allow greater varieties for different applications. It is a simple and neatly designed typeface. With a humanist construction in order to enhance the legibility.

Gotham is our primary English typeface. Its assertive and geometric appearance brings the timeless appeal. A big fonts family creates another benefit for Gotham. The reasonably high x-height and wide apertures enhance its legibility.

These typeface have been chosen for use in corporate and marketing materials.

Chinese Fonts

苹方简 Light

苹方简 Regular

苹方简 Medium

苹方简 SemiBold

English Fonts

Gotham Light

Gotham Book

Gotham Medium

Gotham Bold

智利葡萄酒协会旨在通过增强其品牌价值，来努力加强智利本土葡萄酒在国际市场上的良好形象和知名度。

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456789 . , \$&?"

Secondary Fonts

Our secondary typeface is Handwriting fonts. Both 凌慧体简 and *Something In The Night* is clearly legible.

Handwriting fonts make our brand stand out for flair and creativity. It lets us become more individual. It is great for representing brand's personal connection. Especially when it is applied on motivational quotes, slogan or headline.

This typeface should be mainly used for slogans and headlines.

Chinese Fonts

凌慧体简

享受美酒 爱上智利
葡萄酒品鉴盛宴

English Fonts

Something In The Night

abcdefghijklmnop
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Graphic Usage

Our Graphics are developed from the colour family. It can be freely scaled in width and height. The colour combination is restricted.

Wineries Brown/Andes



Nature Green/Plains



Vineyard Purple/Costa



Part 3. Applications Design

Newsletter

Newsletter is issued to present company news and enhance its brand image. We suggest to keep our colour palette in each issue.

Banner

It should always contain brand logo and match with the colour family you choose.

Header

Colour: R75 G79 B84
Chinese: PingFong 62pt
English: Gotham Book 48pt

Title

Colour: R0255 G255 B255
Chinese: PingFong 30pt/leading 36pt
English: Gotham Book 30pt/leading 36pt

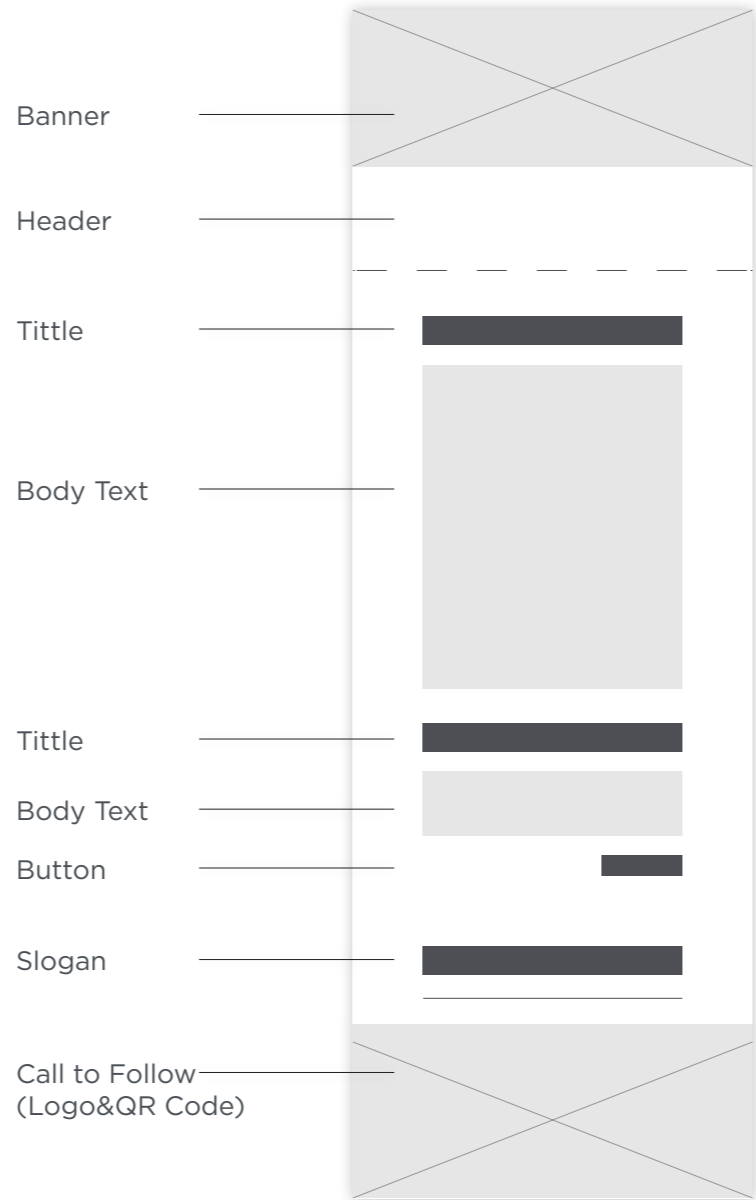
Body Text

Colour: R75 G79 B84
Chinese: PingFong 20pt/leading 36pt
English: Gotham Book 20pt/leading 30pt

Button

Colour: R0255 G255 B255
Chinese: PingFong 18pt/leading 21.6pt
English: Gotham Book 18pt/leading 21.6pt

Call to Follow



Newsletter

Newsletter is issued to present company news and enhance its brand image. We suggest to keep Wines of Chile colour palette in each issue.



Weibo System

The idea of image composition on our social media is based on the best presentation of Wines of Chile brand image.

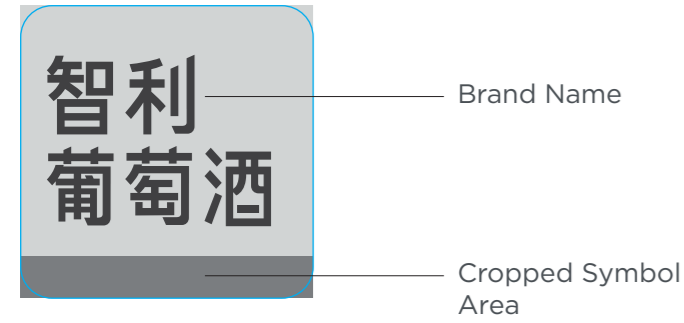


Weibo System Images

	Cover Image	Background Image	Mobile	Desktop

Wechat System

Profile icon
It's important to make the profile image always stand out among others.
• Black colour background creates contrast.



Wechat System Layout Anatomy

Animated Banner

Core Title
Colour: R153 G97 B38
Hashtag: 24pt
Bodytext: 14pt/leading 20pt

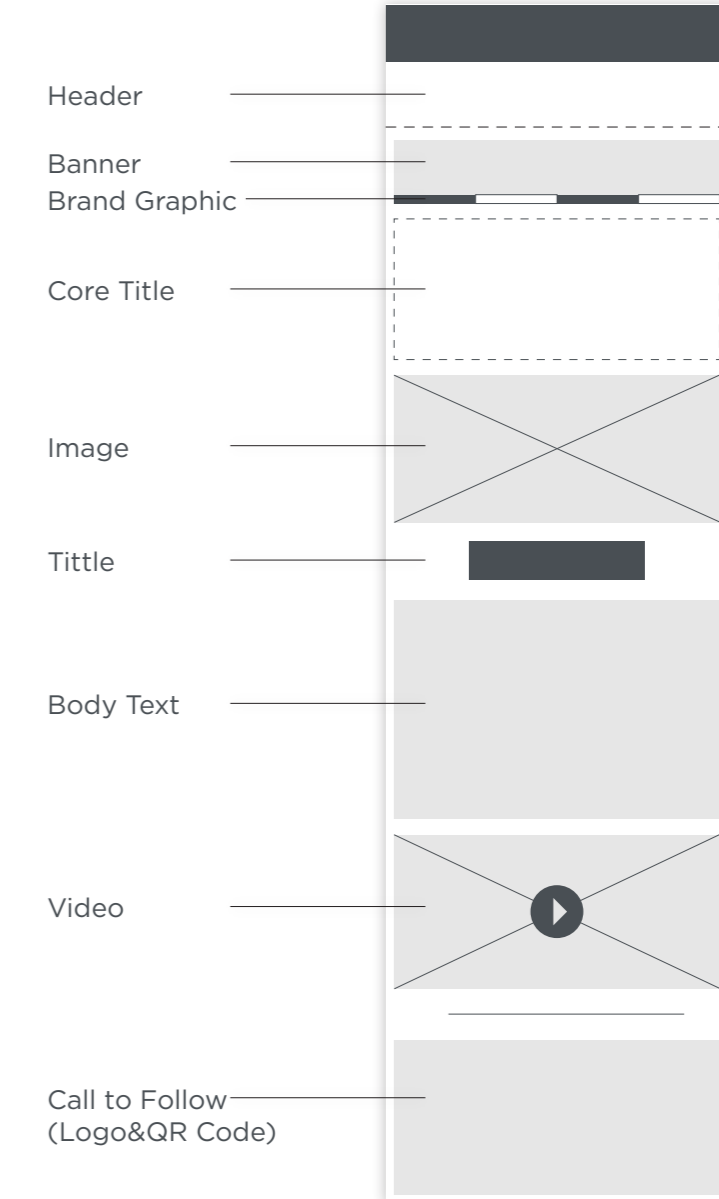
Image
no shadow, no border

Title
Colour: R255 G255 B255
24pt

Body Text
Colour: R75 G79 B84
Bodytext: 14pt/leading 20pt

Video
no shadow, no border

Call to Follow



Wechat System Layout Sample

Header: “智利印象”情侣访谈 | #享受美酒, 爱上智利# 第十集
Original 2018-03-05 推广美酒和文化的智利葡萄酒协会

Banner: [Image of vineyard]

Brand Graphic: [Wines of Chile logo]

Core Title: #享受美酒, 爱上智利#
视频系列已接近尾声, 期间大家跟着 Claire和Edward的脚步, 一同探索美酒天堂体验了智利的迷人风光, 开启了一段浪漫的智利的“葡萄酒味体验之旅”。

Image: [Image of wine bottle]

Tittle: 免费智利双人游

Body Text: 从2017年8月底“情侣上传互动视频, 赢取免费智利双人游”活动开始, Claire和Edward在400多条甜蜜视频中脱颖而出, 10月底, 他们同智利葡萄酒协会的团队一起从上海出发, 经过30多小时的长途飞行, 到达了神秘又美丽的智利, 历经了无数次的拍摄, 体验过变幻无穷的风景, 这场充满葡萄酒味道的惊喜旅程将在最后的这集视频中迎来结束。

Video: [Video player thumbnail]

Title: 历史沿线

Body Text: “从整个酒庄发展沿线可以看到卡乐门造就了 很多历史性的里程碑, 从酒庄的命名到有机生产线的成立再到发现佳美娜等历史节点。”

Bullet Points:

- 1850年 卡乐门成立, 成为智利最古老的葡萄酒酒庄。智利在19世纪中叶成为一个独立国家, 因此开始将葡萄酒行业视为重要的出口型商业机会。
- 1987年 卡乐门成立, 成为智利最古老的葡萄酒酒庄。智利在19世纪中叶成为一个独立国家, 因此开始将葡萄酒行业视为重要的出口型商业机会。
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- 2015年 卡乐门成立, 成为智利最古老的葡萄酒酒庄。智利在19世纪中叶成为一个独立国家, 因此开始将葡萄酒行业视为重要的出口型商业机会。

Tittle: 智利旅行往期内容精选

Hashtag:

- 我们去智利啦! #享受美酒, 爱上智利# 第一集
- 圣地亚哥全体验! #享受美酒, 爱上智利# 第二集
- 卡萨布兰卡! #享受美酒, 爱上智利# 第三集
- 迈坡谷! #享受美酒, 爱上智利# 第四集

Slogan: 享受美酒 爱上智利

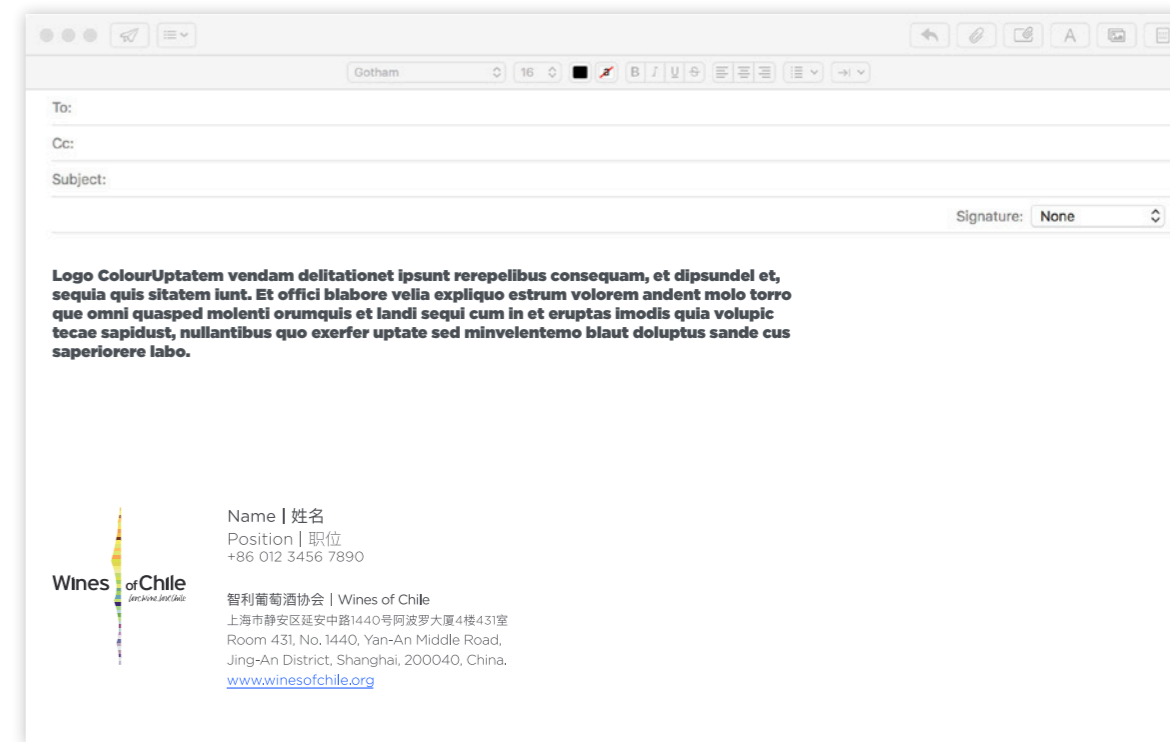


Call to Follow (Logo&QR Code)

Email Signature

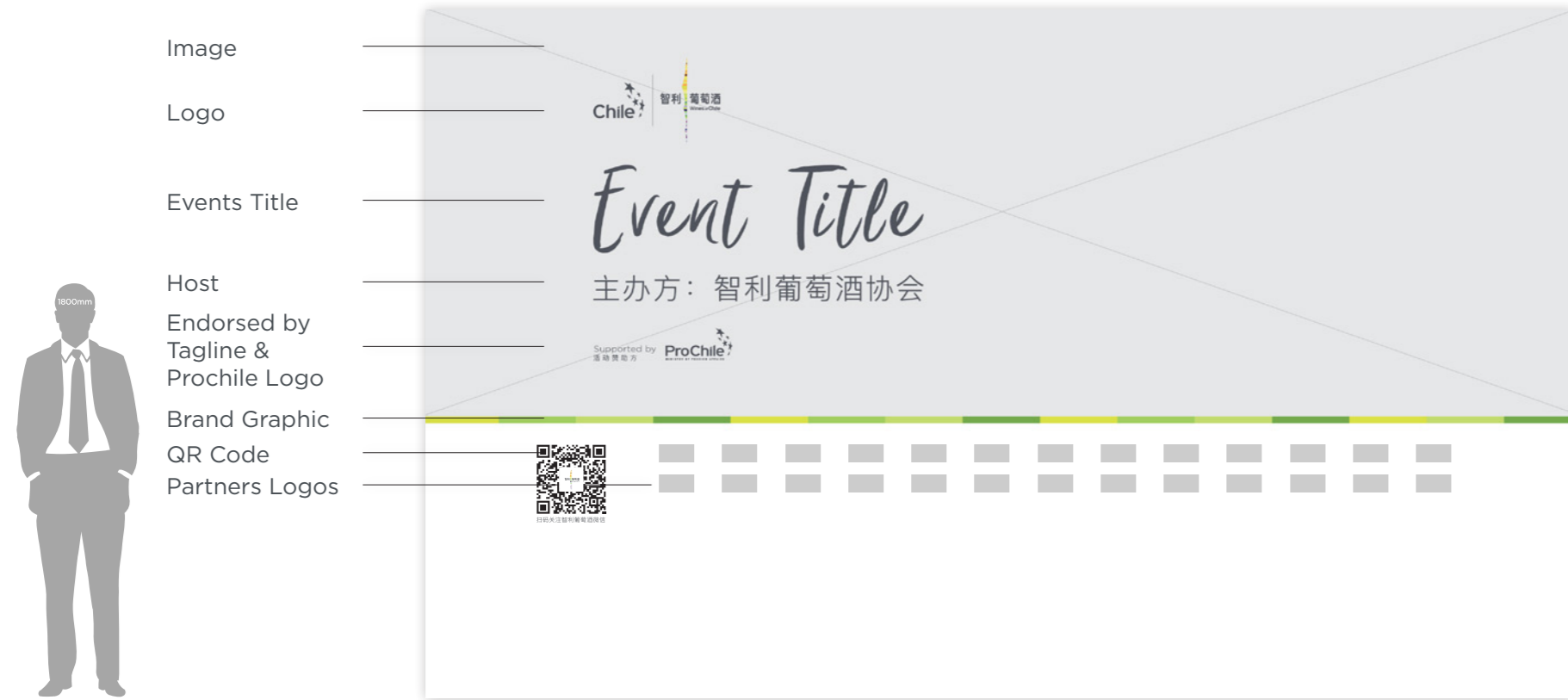
A strong email signature attracts attention in a professional manner. In order to maintain consistent brand image, email signature guidelines should be followed always.

*With English Secondary Logo



Backdrops

Event backdrop is composed by a couple of elements.
For different usage, 3 versions have been created.



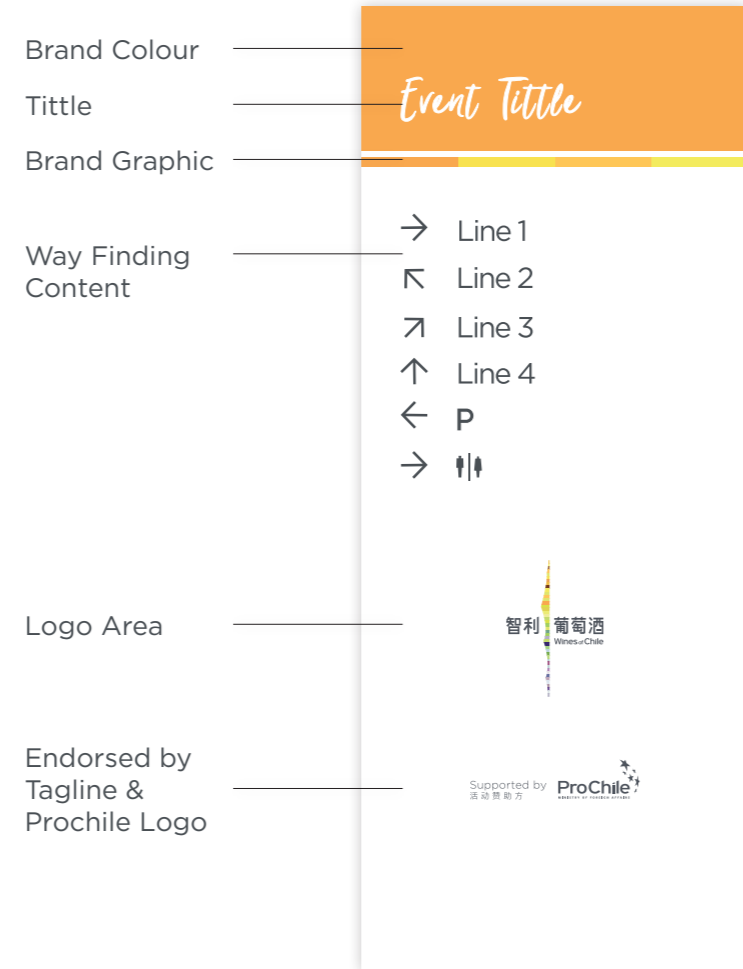
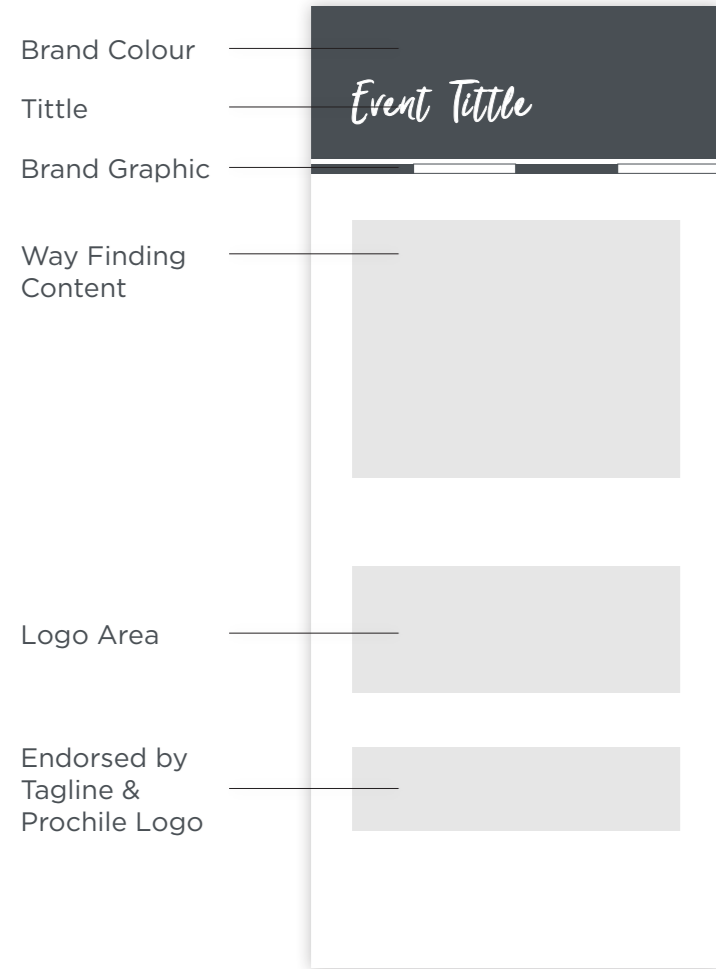
Monogram Backdrops

Event backdrop is composed by a couple of elements.



Signage

We maintain the same colour palette and graphic treatment on the signage as well.



Name Tag

Apply different colour palette to differentiate positions in WOC.
Size: 75mm X 110mm

With Chinese Logo

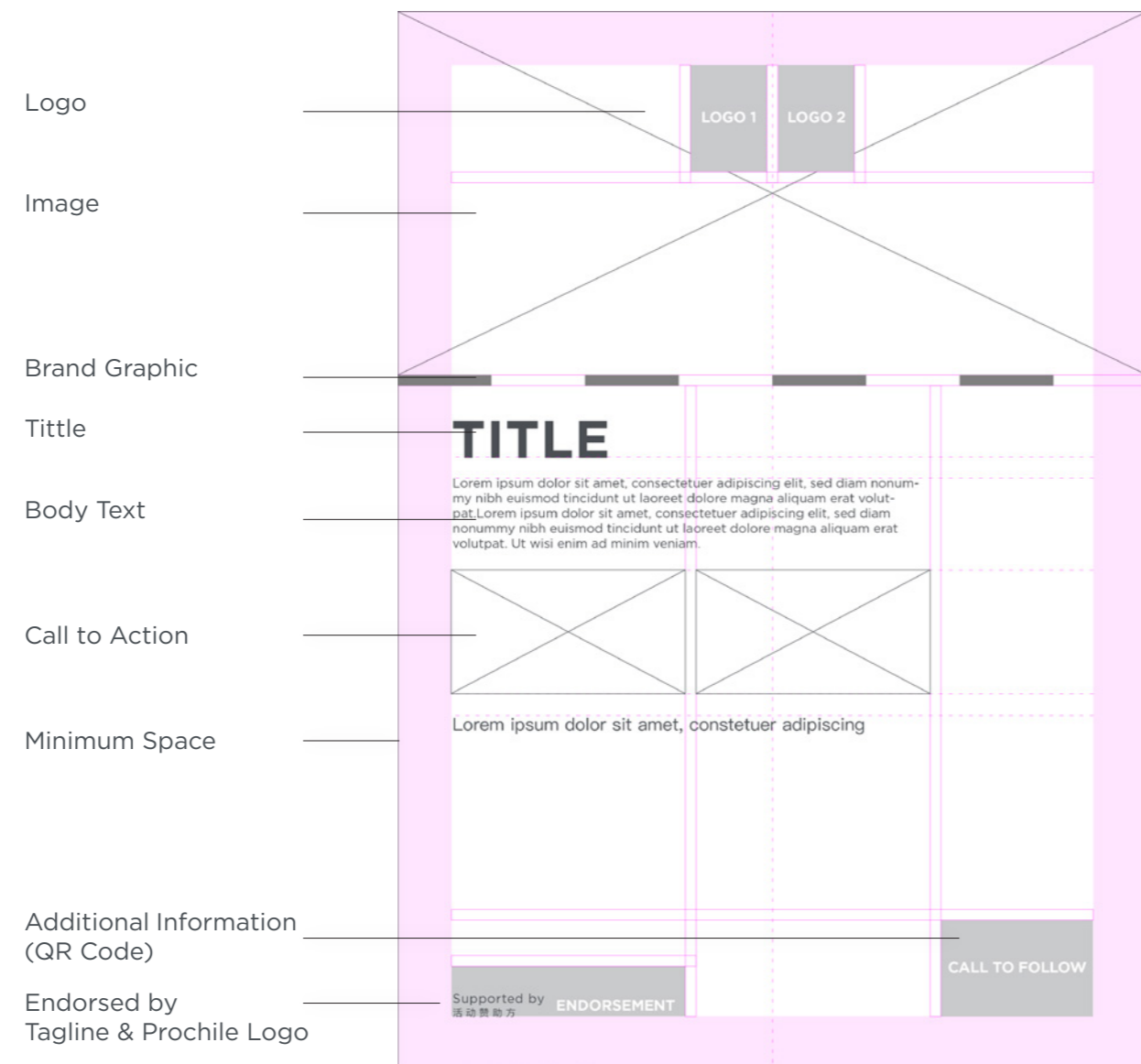
Colour Variations



General Layout Poster

The posters are composed by several elements.

*Event sported by Pro Chile



General Layout Poster

The posters are composed by several elements.

*Event sported by Pro Chile



Logo Design Rationale

Logo should look coherent in both Korean and English version.

Thus, we redesigned the Chinese logo from a similar fonts family (Sans Serif), then applied the most distinguishing "Cutting Edge" on it.

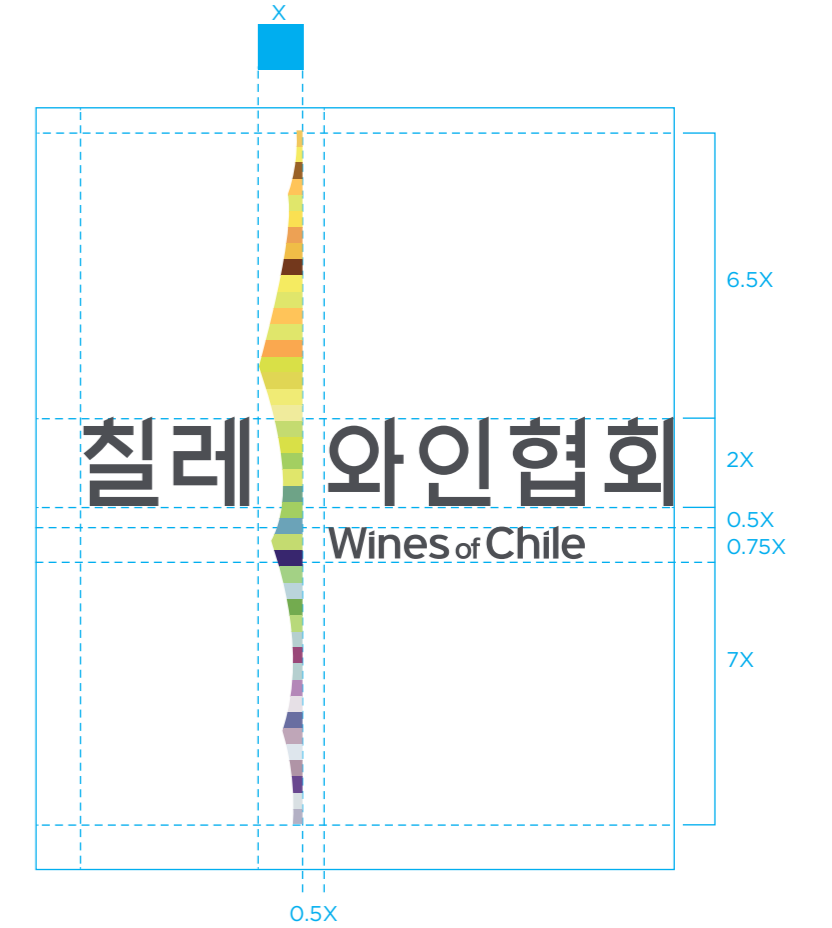


Logo Grid

Our logo signature is combined with Logo symbol and logotype. Please always maintain the logo proportions shown on the right. X=Width of logo symbol.

Logo Priority

Primary Logo(Colour) > Secondary Logo (Colour)
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Clear Space

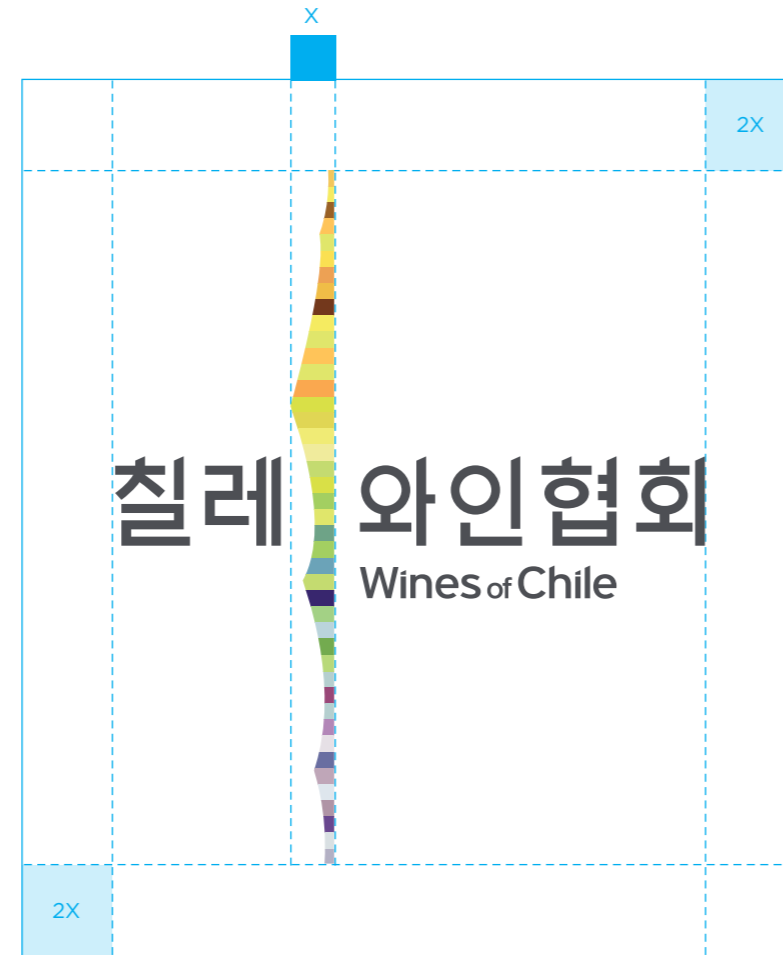
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Full colour logo versions are the primary logo options to be used across all applications.

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Monotone colour version should be used for media that are printed in black and white. Monotone version may also be used when the background is an image.

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Full Colour



Full Colour on dark background



Monotone



Monotone on dark background

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Full Colour



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Monotone



Monotone on dark background

Chile Logo Endorsement

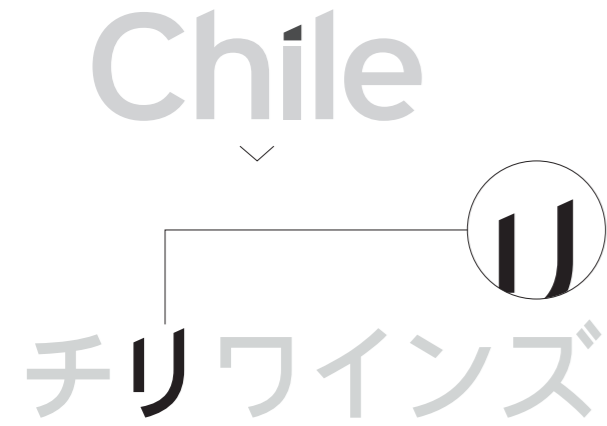
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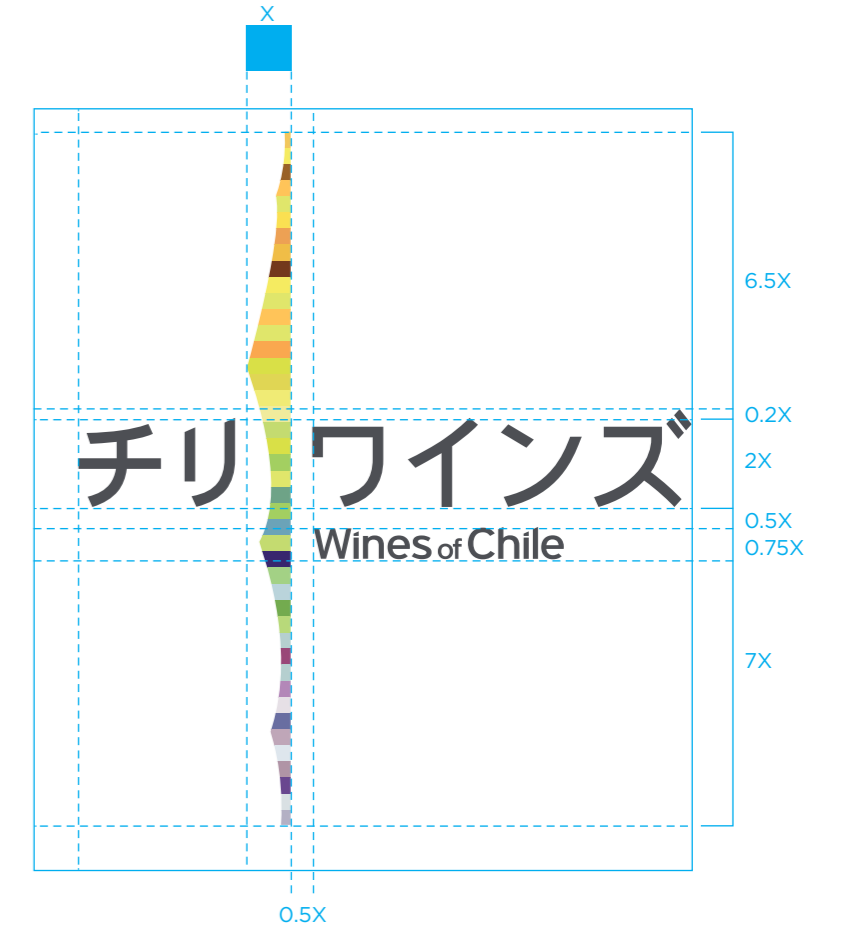


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Clear Space

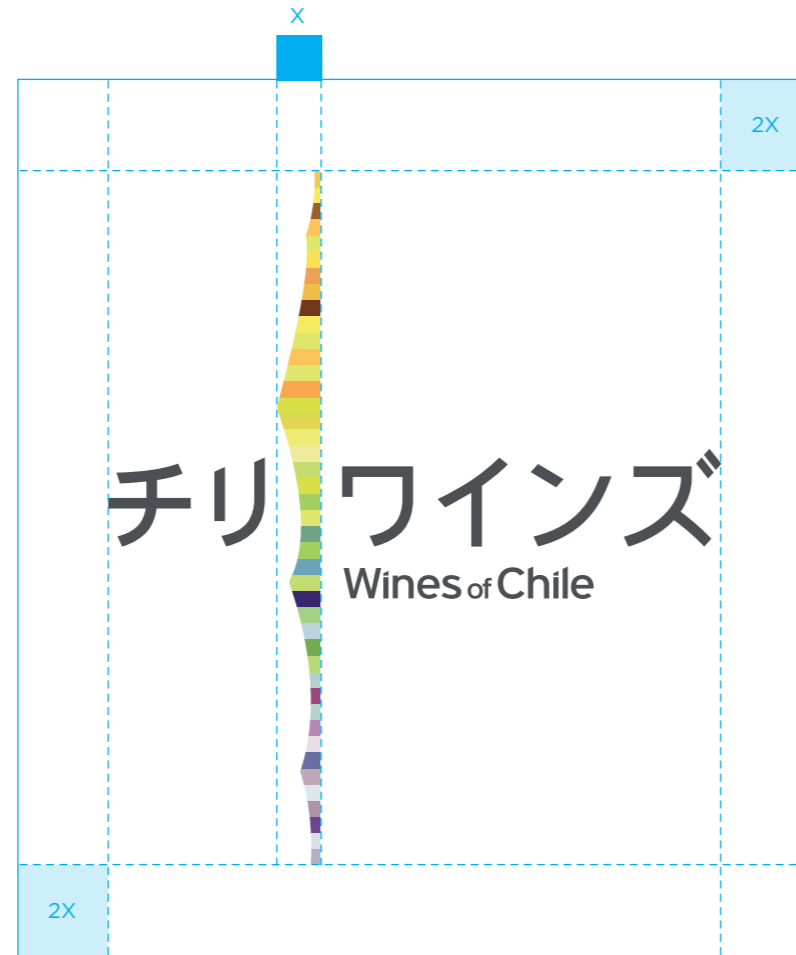
Always surround the logo with the amount of clear space shown to ensure that the logo can be easily identified, is visible and legible wherever it appears.

Clear space is the minimum “breathing room” maintained around our logo.

Minimum Size

Minimum size refers to the smallest allowable logo size. The logo is available in the size that can be scaled down to a minimum size of 24mm high for the preferred logo.

Always maintain the logo’s aspect ratio when scaling.



Logo Versions

Full colour logo versions are the primary logo options to be used accross all applications.

Whenever possible, the full colour-white versions should be used. To ensure visibility and contrast of the logo, it is recommended to apply it to either plain white or solid black backgrounds.

Monotone colour version should be used for media that are printed in black and white. Monotone version may also be used when the background is an image.

The logo versions should always appear in the colours shown here, and never in other colours including any of the supporting colours. Whenever possible, the black or white versions should be used.



Full Colour



Full Colour on dark background



Monotone



Monotone on dark background

Logo Grid

Our logo signature is combined with logo symbol and logotype. Please always maintain the logo proportions shown on the right. X=high of logo symbol.

Logo Priority

Primary Logo(Colour) > Secondary Logo (Colour)
 Primary Logo(Colour) > Primary Logo (B/W)



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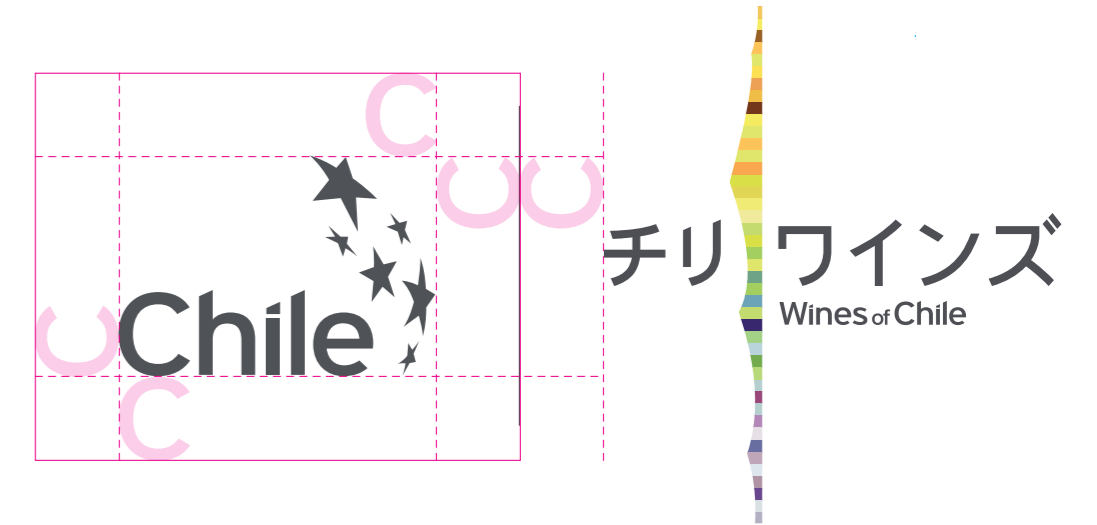
Monotone



Monotone on dark background

Chile Logo Endorsement

We try to maintain the same proportions between logo and Logo of Chile. Two logos should be placed side by side with a thin light grey line in between. Follow the clear space between these 3 elements shown on the right.



Part 6. Portuguese Logo Version

Logo Design Rationale

Logo should look coherent in both Portuguese and English version.

Thus, we redesigned the Chinese logo from a similar fonts family (Sans Serif), then applied the most distinguishing “Cutting Edge” on it.

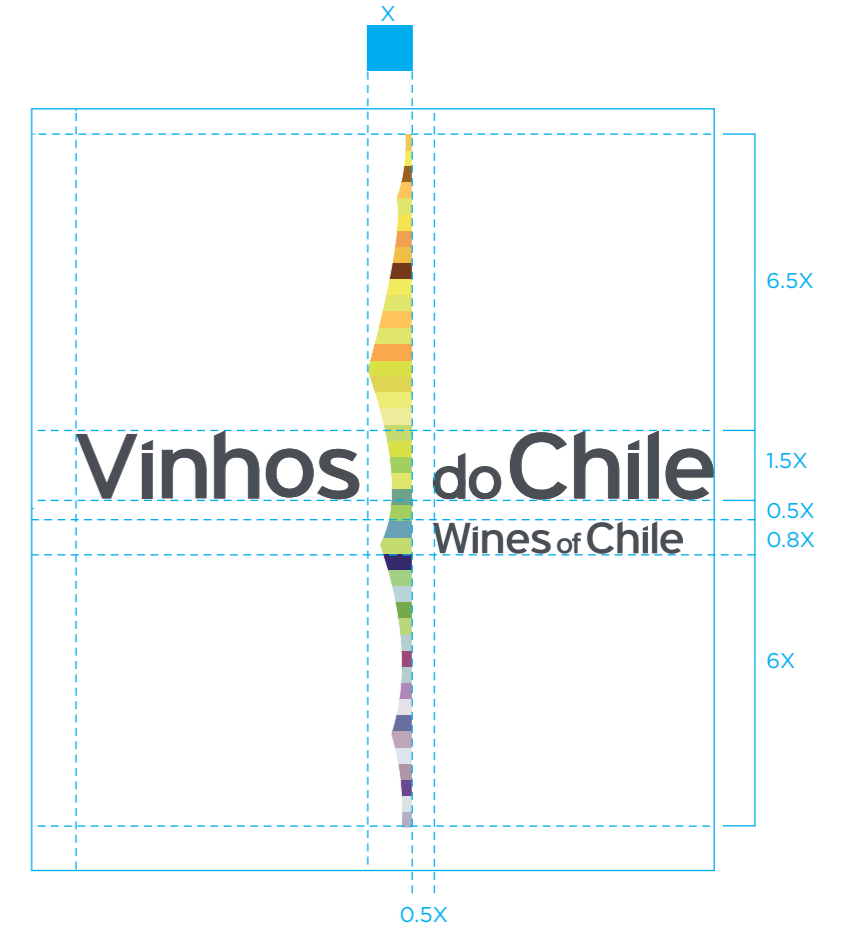


Logo Grid

Our logo signature is combined with Logo symbol and logotype. Please always maintain the logo proportions shown on the right. X=Width of logo symbol.

Logo Priority

Primary Logo(Colour) > Secondary Logo (Colour)
Primary Logo(Colour) > Primary Logo (B/W)



Clear Space

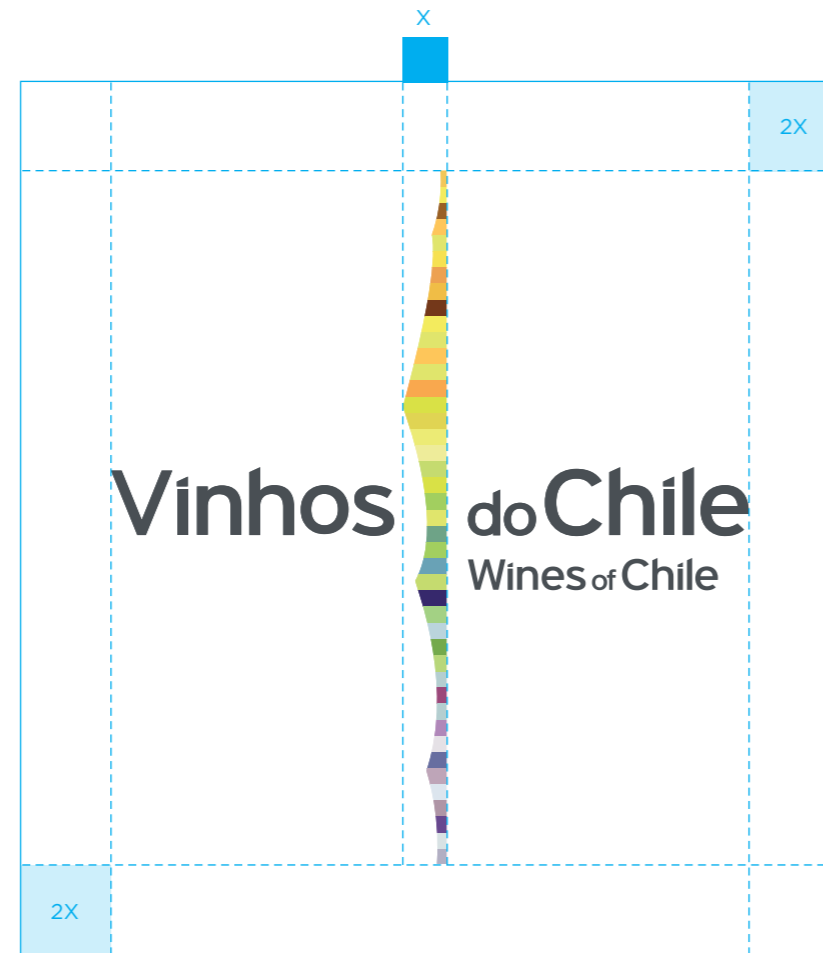
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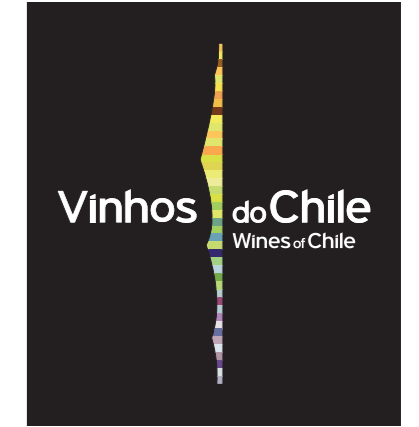
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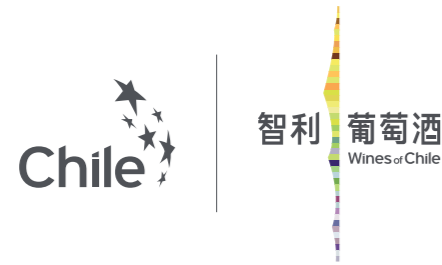
Chinese

English

Primary Logo



Endorsement



Portuguese

Korean

Japanese

Primary Logo



Endorsement

