



CULT WINE Co.

BRAND GUIDELINES AND STYLE GUIDE OUTLINE

MAY 2022

COLORS



Primary

Red

Hex # 7c1719

RGB (124,23,25)

CMYK (28,100,100,33)

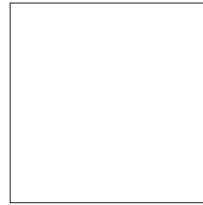


White

Hex # FFFFFFFF

RGB (255,255,255)

CMYK (0,0,0,0)



Black

Hex # 000000

RGB (0,0,0)

CMYK (0,0,0,100)



Secondary

Dark Gray

Hex # 292929

RGB (41,41,41)

CMYK (0,0,0,84)

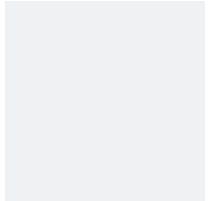


Light Gray

Hex # f0f0f0

RGB (240,240,240)

CMYK (0,0,0,6)



Brand Fonts

ENGRAVERS' ROMAN BOLD BT
 Engravers' Roman Bold BT (Serif)

When to use:
 Logo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789
 ”_+=<;:*#([{-?!@\$%&

CULT WINE Co.

GORDITA
 Gordita (Sans Serif)

When to use:
 Copy - Title Case

Tagline - All Caps/Uppercase

CULT WINE Co.
 DO YOU SEE WHAT WE SEE?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789
 ”_+=<;:*#([{-?!@\$%&

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789
 ”_+=<;:*#([{-?!@\$%&

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789
 ”_+=<;:*#([{-?!@\$%&

Logo

Black version

CULT WINE Co.

White version

CULT WINE Co.

Clear Space



Capitalization

CULT Wine Co.

Name Usage

YES

Cult Wine Co.

CULT Wine Co.

The Cult Wine Co. (not preferred)

NO

The Cult Wine
(Must include 'Co.' in name)

The Cult Wine Company
(Do not spell out 'Company')

CULT
(Cannot abbreviate to just 'Cult')

PACKAGING

Packaging



Cult Wine Co. Napa Cabernet Sauvignon



Cult Wine Co. Cabernet Sauvignon

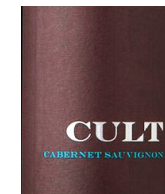


Cult Wine Co. Lodi Sauvignon Blanc



Cult Wine Co. Lodi Cabernet Sauvignon

NOTE:



*Original brown label with "CULT" logo will continue to be produced with limited distribution. "CULT" logo and branding from the previous label should **not** be promoted in any other capacity.*

Wine Vintages / Varietals Title Format

YES

Cult Wine Co. Cabernet Sauvignon Lodi 2019
Cult Wine Co. Sauvignon Blanc Lodi 2020
Cult Wine Co. Cabernet Sauvignon Napa 2018
Cult Wine Co. 2019 Lodi Cabernet Sauvignon
Cult Wine Co. 2020 Lodi Sauvignon Blanc
Cult Wine Co. 2018 Napa Cabernet Sauvignon

NO

The Cult Wine 2018 Cabernet Sauvignon Napa Valley
Cult 2018 Lodi Cabernet Sauvignon
2018 CULT CABERNET - NAPA VALLEY
2018 Cult Napa
Cult Lodi
Cult Blanc
Cult Cab

TAGLINES



Taglines

CULT WINE CO.

DO YOU SEE WHAT WE SEE?