

WINES OF SUBSTANCE

Started in Walla Walla, Washington, award-winning winemaker Charles Smith is the only person to receive winemaker of the year distinctions by both *Wine Enthusiast* (2014) and *Food & Wine* (2009). His wines (K Vintners, Substance, ViNO CasaSmith, SIXTO and B. Leighton) continue to receive broad recognition from leading wine publications such as *Robert Parker's Wine Advocate*, *Wine Spectator* and *Wine Enthusiast* with 141 scores of 95 points and above, and more than 588 scores of 90 points and above.

LOGO

The Wines of Substance logo should be treated as artwork, and should not be modified in any way.

Below are both vertical and horizontal applications of the logo, in both dark and light versions.

WINES OF SUBSTANCE

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CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.

The minimum clear space is defined as the height of the W in Wines of Substance. This minimum space should be maintained as the logo is proportionally resized.



MINIMUM SIZE

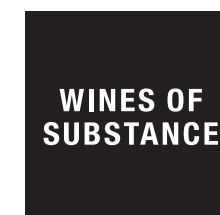
The smallest the logo should be represented is 2" wide

2"

WINES OF SUBSTANCE

ICON

The Wines of Substance icon is to be used for social media applications.



LOGO LOCKUPS

In cases where only one logo is needed, WINES OF SUBSTANCE must always be shown first. Below are both landscape and portrait options. These one-brand lockups can be downloaded from the link below and should not be altered or re-created.

WINES OF
SUBSTANCE | **K**
VINTNERS

WINES OF
SUBSTANCE | **SIXTO**

WINES OF
SUBSTANCE | **VINO**
CASASMITH

WINES OF
SUBSTANCE | **SUBSTANCE**

WINES OF
SUBSTANCE | *BLeighton*

WINES OF
SUBSTANCE
K
VINTNERS

WINES OF SUBSTANCE
SIXTO

WINES OF
SUBSTANCE
VINO
CASASMITH

WINES OF SUBSTANCE
SUBSTANCE

WINES OF SUBSTANCE
BLeighton

The Wines of Substance logo can be used alone, or with the family of logos. There are two options to use. Both can be used as shown or reversed (white on a black or dark background) but are not to be altered in any way.

WINES OF SUBSTANCE

K SIXTO **VINO** SUBSTANCE *BLeighton*
VINTNERS CASASMITH

WINES OF SUBSTANCE

K | SIXTO | **VINO** | SUBSTANCE | *BLeighton*
VINTNERS CASASMITH

K SIXTO **VINO** SUBSTANCE *BLeighton*
VINTNERS CASASMITH

The logo lineup may be used alone (without the Wines of Substance logo). We request that it should be used with either mention of Wines of Substance or K Vintners in some form on the printed sheet/presentation.



DOWNLOAD LOGO LOCKUPS AT: <http://winesofsubstance.com/styleguide/WINESOFUBSTANCE.zip>

TYPOGRAPHY | FONTS

DISPLAY FONT

HELVETICA NEUE 77 BOLD CONDENSED

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0

HELVETICA NEUE 67 MEDIUM CONDENSED

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0

Helvetica Neue 67 and 77 are to be used for headlines and large text



If you are working in Microsoft Office (Word, Powerpoint, etc.) and are unable to use these fonts, Franklin Gothic may be used as a substitute.

COPY FONT

HELVETICA NEUE 57 CONDENSED

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0

Helvetica Neue 57 can be used for all copy.



DOWNLOAD BRAND FONTS AT: <http://winesofsubstance.com/styleguide/WINESOFUBSTANCE.zip>

TYPOGRAPHY | USAGE

CAPTION TEXT

Wines of Substance

-
Helvetica Neue 57 Condensed
8 pt Type / 9 pt Leading / Optical

COPY TEXT

Wines of Substance

-
Helvetica Neue 57 Condensed
10 pt Type / 13 pt Leading / Optical

SUB SECTIONS

Wines of Substance

-
Helvetica Neue 67 Medium Condensed
18 pt Type / 20 pt Leading / Optical

HEADLINES AND TITLE

Wines of Substance

-
Helvetica Neue 77 Bold Condensed
30 pt Type / 30 pt Leading / Optical

LARGE HEADLINES

WINES OF
SUBSTANCE

-
Marble Roman Regular - Uppercase
50 pt Type / 46 pt Leading / Optical

COLOR PALETTE

Wines of Substance has two primary colors: black and white. These colors have become recognizable identifiers for the brand and no other colors should be used.

BLACK

C	0	R	0
M	0	G	0
Y	0	B	0
K	100		

HEX 000000

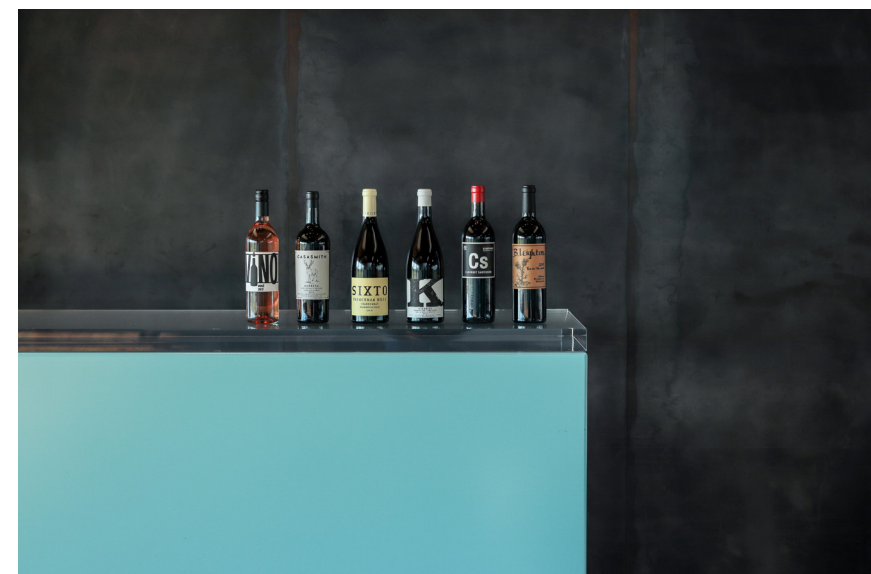
WHITE

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

HEX ffffff

PHOTOGRAPHY

Below are examples of the photos available and pre-approved for use. Please contact Jackie Hoover at Jackie@KVintners.com for stock photography guidelines or to have any other imagery approved.



DOWNLOAD BRAND PHOTOGRAPHY AT: <http://winesofsubstance.com/styleguide/WINESOFUBSTANCE.zip>