



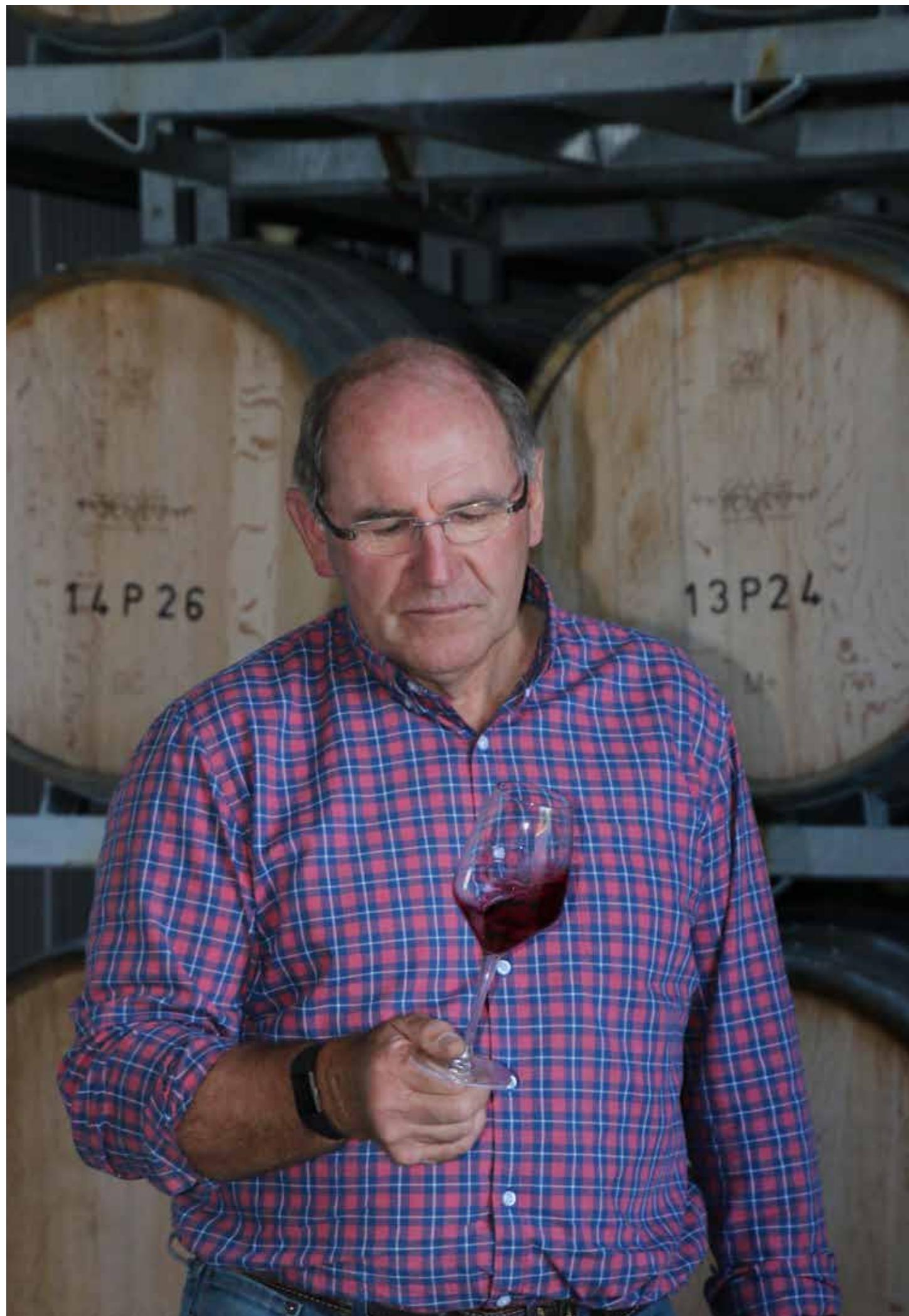
STYLE GUIDE

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14 November 2017

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OUR BRAND

OVERVIEW

This document is designed to assist the way we communicate the story of Allan Scott Family Winemakers to our various audiences and stakeholders.

To do this effectively, everyone involved in presenting and promoting the Allan Scott brand needs to appreciate what we stand for as an organisation—to understand the essence of our brand and the core values that underpin it.

OUR JOURNEY SO FAR

**“The vineyard will
always be a part
of who we are.”**

— Allan Scott

THE ALLAN SCOTT WINES

There are multiple ways that the Allan Scott brand is applied. We produce a variety of wine styles, which target different people.

Estate

The Estate Range is the backbone of the Allan Scott range. It is the brand that is most familiar to our customers and is available in supermarkets throughout New Zealand.

Generations

Allan Scott Generations is a premium wine range. The work that goes into creating this wine stretches back to when Allan first planted grapes in Marlborough.

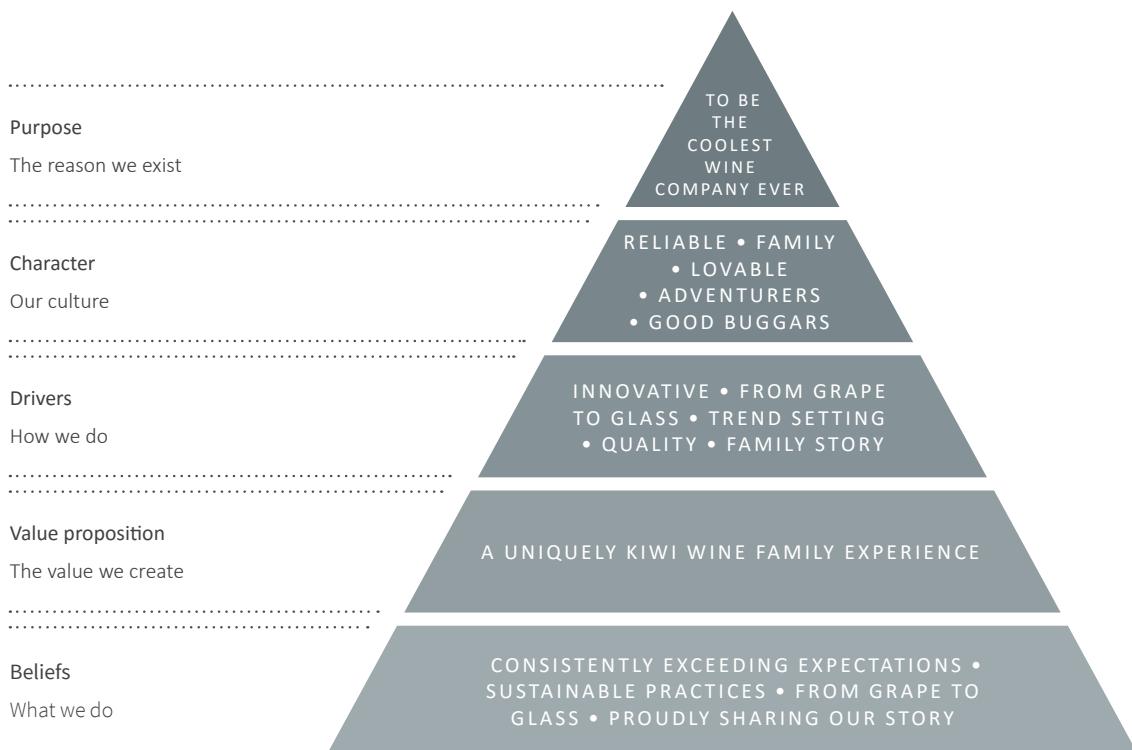
Cecilia Methode Traditionnelle

Allan Scott Methode Traditionnelle are the bubbles that people love to celebrate special occasions with. They have a strong following among people who love great champagne. Cecilia was created by Allan for his wife Cathy whose middle name is Cecilia and is a big bubbles fan.

THE JOY OF CREATING

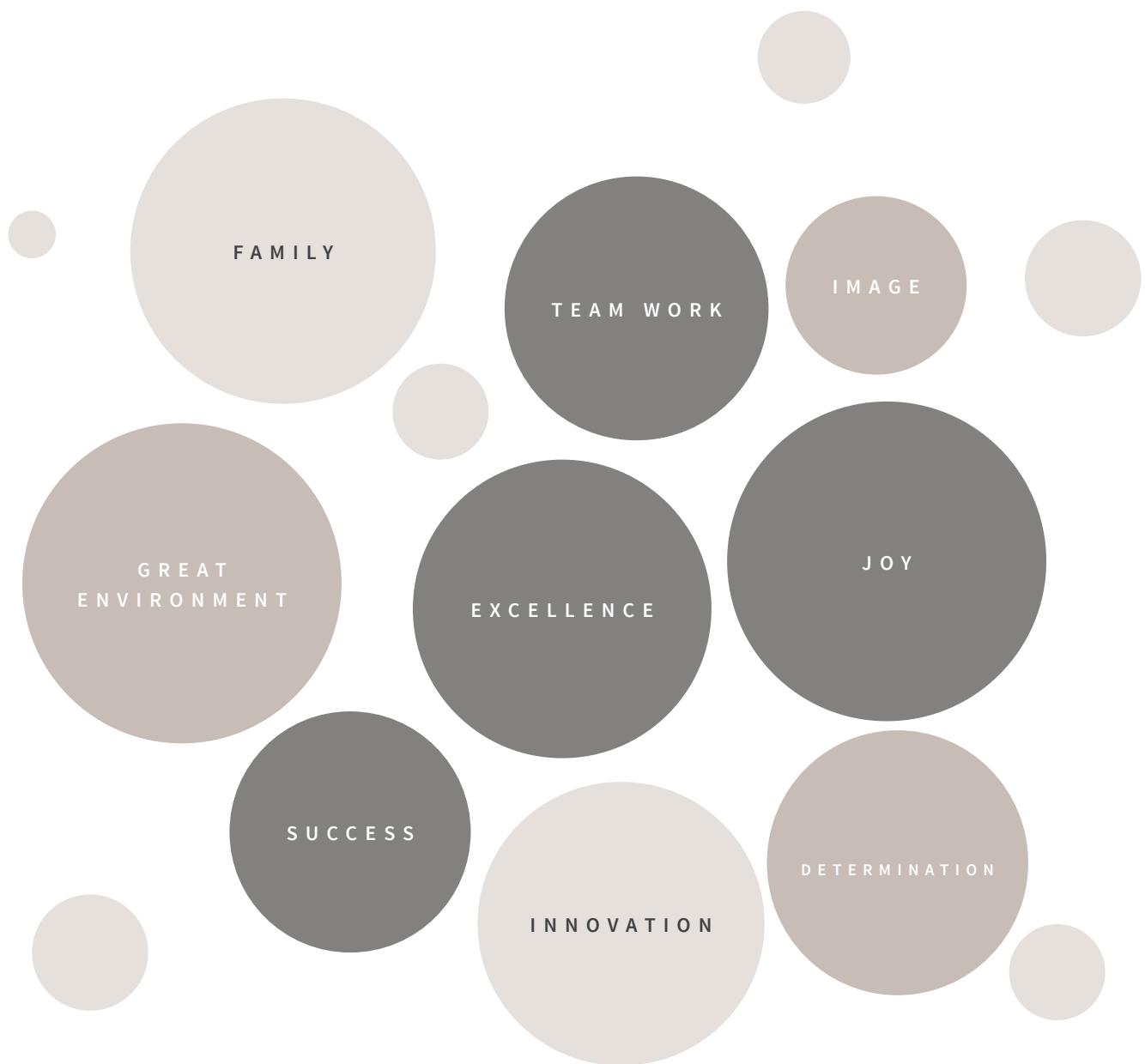
"Working with the elements, totally from nature, we make a product that brings enjoyment for family. We love doing things that bring joy. Its all about the joy of wine making. Its not a job if you enjoy doing it."

— Allan Scott



BRAND VALUES

What we stand for no matter what.



BRAND MARK

PRIMARY BRAND MARK

PROXIMITY

MISUSE OF LOGOS

LOGO OPTIONS

FILE FORMATS

PRIMARY BRAND MARK



PROXIMITY

To ensure the logo is always presented in the best possible way, it is important to keep other potential design elements at a certain distance from it.

The minimum distance a graphic object may be placed near to the logo is equal to the height of two stacked 'A's from the word Allan.



MISUSE OF LOGO

As a key asset of the Allan Scott brand, it is important that the appearance of the brand-mark remains consistent. The brand-mark should not be misinterpreted, altered or added to in any way.



DO NOT distort the brand-mark.



DO NOT change the colour of the brand-mark.



DO NOT rearrange the brand elements.



DO NOT rotate the brand-mark.



DO NOT place the full-colour brand mark on conflicting backgrounds.

L O G O O P T I O N S



Primary Logo



Grey Logo



Reversed Logo

S M A L L L O G O

When the logo is to be printed on small devices it may be suitable to use the logo format with no byline. This option is not preferred but can be occasionally necessary. No smaller than 10mm.

10mm



L O G O F I L E F O R M A T S

When applying the logo, it is important to use the correct format, or you can run into problems. For example; when printing a high-resolution file at a printing house they wont accept a web-ready Jpeg.

P R I N T

TIFF
EPS
PDF

W E B

JPEG
PNG
GIF

M S W O R D

JPEG
PNG

COLOUR

PRIMARY COLOURS



Primary Black

C=0 M=0 Y=0 K=100

Pantone Black C

R=0 G=0 B=0



Primary Taupe

C=22 M=23 Y=24 K=0

Pantone 406 C

R=199 G=188 B=182

“Grapes have a mind of their own. When you’ve been here a long time, you know you can sit it out and it will all come right.”

— Allan Scott

TYPOGRAPHY

PRIMARY
TYPEFACE

SECONDARY
TYPEFACE

TYPOGRAPHY

When creating a document it is important that the use of typeface is kept consistent. Everyone needs to use the same font system to ensure all designs will be identifiable as being a part of the Allan Scott brand.

PRIMARY: CALIBRI

Calibri is the primary typeface for Allan Scott Family Winemakers. It is available as a free download from Google Fonts. Heavier weights are for use as headings and lighter weights for use as body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+{}:"?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+{}:"?

SECONDARY: SOURCE SANS PRO

Source Sans Pro is the secondary typeface. Only use for special headlines or when Calibri is unavailable.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+{}:"?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+{}:"?

STATIONERY

LETTERHEAD

POWERPOINT

LETTERHEAD

60% actual size



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POWERPOINT

Slides



HEADING

- Hilibus. Ficium into mint voluptat.
- Laborectium vera doluptatibus eumque lacepratur, sitatias aliquae optatur, ulluptaes maiossunt.
- Te incitate ipsumquatest quia quas endi dis necti tem eos alitature a cus quia dolorerum audae ilibus dunt ullatest dolorestis ent.

HEADING

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CURRENT PERFORMANCE

| YTD | Budget | Difference | % Difference | Actual | Difference | % Difference | LY Actual |
|--------------------|------------------|------------------|--------------|------------------|------------------|--------------|------------------|
| International | \$500,000 | \$500,000 | 0% | \$500,000 | \$500,000 | 0% | \$500,000 |
| North America | \$500,000 | \$500,000 | 0% | \$500,000 | \$500,000 | 0% | \$500,000 |
| Europe | \$500,000 | \$500,000 | 0% | \$500,000 | \$500,000 | 0% | \$500,000 |
| Cellar Door | \$500,000 | \$500,000 | 0% | \$500,000 | \$500,000 | 0% | \$500,000 |
| Tourism | \$500,000 | \$500,000 | 0% | \$500,000 | \$500,000 | 0% | \$500,000 |
| Other | \$500,000 | \$500,000 | 0% | \$500,000 | \$500,000 | 0% | \$500,000 |
| Grand Total | \$500,000 | \$500,000 | 0% | \$500,000 | \$500,000 | 0% | \$500,000 |

| International | Budget | Difference | % Difference | Actual | Difference | % Difference | LY Actual |
|--------------------|------------------|------------------|--------------|------------------|------------------|--------------|------------------|
| North America | \$500,000 | \$500,000 | 0% | \$500,000 | \$500,000 | 0% | \$500,000 |
| Europe | \$500,000 | \$500,000 | 0% | \$500,000 | \$500,000 | 0% | \$500,000 |
| Cellar Door | \$500,000 | \$500,000 | 0% | \$500,000 | \$500,000 | 0% | \$500,000 |
| Tourism | \$500,000 | \$500,000 | 0% | \$500,000 | \$500,000 | 0% | \$500,000 |
| Other | \$500,000 | \$500,000 | 0% | \$500,000 | \$500,000 | 0% | \$500,000 |
| Grand Total | \$500,000 | \$500,000 | 0% | \$500,000 | \$500,000 | 0% | \$500,000 |

VOICE

NAME

TO N E

N A M E

Allan Scott is the name most commonly used in marketing material to describe the corporate brand.

The full name 'Allan Scott Family Winemakers' can be used in the first instance and subsequent references to the company can be stated as 'Allan Scott'. This is a guide rather than a rule so there is room for the author to decide the most appropriate place to add 'Family Winemakers' according to the context of where it is being used.

Only use "ASFW" in internal settings and not consumer facing.

T O N E

When writing on behalf of Allan Scott the tone and personality of communication should be: Kiwi, charming, classic, family-friendly, innovative, modern and lovable.

We are a patient bunch. When we do a job we do it the right way no matter how long it takes, everything is triple-checked before going public.

Language should be fun but professional and use of slang is unadvisable.

“Dad’s truck is his handbag, he’s got everything in it. Growing up, if you ever needed anything you wouldn’t go to the top draw, you would go to dad’s truck.”

— Josh Scott

L A B E L S

E S T A T E R A N G E

G E N E R A T I O N S

C R A F T W I N E

M E T H O D E
T R A D I T I O N N E L L E

S C O T T B A S E



ESTATE RANGE

The Estate Range is predominantly available in supermarkets. The label employs plenty of white and displays a large Allan Scott logo.



GENERATIONS

Allan Scott Generations is a premium wine range available at selected outlets and online. The label employs illustrations that tell the story of family and generations.



C E C I L I A

Our Cecilia Methode Traditionnelle labels are elegant and sophisticated. Allan created this wine for his wife Cathy who is a big bubbles fan and her middle name is Cecilia.

SOCIAL MEDIA POLICY

SOCIAL MEDIA POLICY

Be transparent and state that you work at Allan Scott. Your honesty will be noted in the Social Media environment. If you are writing about Allan Scott or a competitor, use your real name, identify that you work for Allan Scott, and be clear about your role. If you have a vested interest in what you are discussing, be the first to say so.

Never represent yourself or Allan Scott in a false or misleading way. All statements must be true and not misleading; all claims must be substantiated.

Post meaningful, respectful comments — in other words, please, no spam and no remarks that are off-topic or offensive.

Use common sense and common courtesy: for example, it's best to ask permission to publish or report on conversations that are meant to be private or internal to Allan Scott. Make sure your efforts to be transparent don't violate Allan Scott's privacy, confidentiality, and legal guidelines for external commercial speech.

Stick to your area of expertise and do feel free to provide unique, individual perspectives on non-confidential activities at Allan Scott.

When disagreeing with others' opinions, keep it appropriate and polite. If you find yourself in a situation online that looks as if it's becoming antagonistic, do not get overly defensive and do not disengage from the conversation abruptly: feel free to ask the PR Director for advice and/or to disengage from the dialogue in a polite manner that reflects well on Allan Scott.

If you want to write about the competition, make sure you behave diplomatically, have the facts straight and that you have the appropriate permissions.

Please never comment on anything related to legal matters, litigation, or any parties Allan Scott may be in litigation with.

Never participate in Social Media when the topic being discussed may be considered a crisis situation. Even anonymous comments may be traced back to your or Allan Scott's IP address. Refer all Social Media activity around crisis topics to PR and/or Legal Affairs Director.

Be smart about protecting yourself, your privacy, and Allan Scott's confidential information. What you publish is widely accessible and will be around for a long time, so consider the content carefully. Google has a long memory.

SOCIAL PLATFORMS

Facebook

Instagram

Twitter

HANDLES

Facebook @ALLANSCOTTWINES

Instagram @ALLANSCOTTWINES

Twitter @ALLANSCOTTWINES



“If you want to make something good, you have to put a lot of effort into it and treat it well. Then let nature take its course.”

— Allan Scott



ALLAN SCOTT
GENERATIONS

The generations single-vineyard range is made from the best grapes grown on the Scott family's own estates. These elegant wines are the result of low-yield vines, meticulous viticulture and

