



We Are Sonoma County.

Dear Sonoma County Community:

Over the past two years, Sonoma County Vintners, Winegrape Commission, and Tourism Bureau have worked to establish a common identity for Sonoma County. We felt it wasn't just enough to share the "Sonoma County" name; we needed to know what that name stands for and how it differentiates us from other wine regions throughout the world.

What you see here is the culmination of that work in the theme "We are Sonoma County." In short, here is the essence of the Sonoma County brand. It isn't just a logo or what we call it, it's what Sonoma County is.

We've defined the character of this region as genuine, independent, and adventurous. Likewise, our core audience can be described as "experience seekers;" confident, independent thinkers with natural curiosity and a sense of discovery, exploration and experimentation that leads to making informed choices.

What better way to experience wine than where it all began – the birthplace of California's modern wine industry? This makes us unique among premier wine regions. It gives us a foundation of more than 150 years of wine making and the personal histories for our stories.

However, deciding who we are means nothing if visitors and wine drinkers don't know about us. We encourage all of our partners countywide to use the brand mark as a visual way to tell our collective stories. You are part of the story that makes Sonoma County unique.

Thank you for being a part of this exciting new chapter in Sonoma County's marketing history and sharing the pride we all have for Sonoma County with others. We hope this guide is useful as you consider ways that your vineyard, winery, lodging property, AVA marketing association, or other business can work with the Sonoma County brand mark.

Sincerely,



Honore Comfort
Executive Director

Sonoma County
Vintners



Nick Frey
President

Sonoma County
Winegrape Commission



Ken Fischang
President/CEO

Sonoma County
Tourism Bureau

How To Use This Guide

A high
tide floats
all boats.

Strong brands are built through consistent, positive encounters—each and every touch our customer experiences with our brand. Repeated images, messages, style and interactions all work together to create the impression people have of “Sonoma County.” In order to maximize our marketing efforts and make the largest impact, it is important that we work together to reinforce the brand messages, image and identity of Sonoma County so that everyone knows what we stand for.

The following brand guidelines have been created to help you develop a consistent, integrated look and feel throughout our shared marketing communication efforts. These guidelines are not intended to limit your creative options. Rather, these have been designed to provide you with guidance and inspiration – to provide context for the campaign to show you examples of the possibilities.

The communications section provides samples of tonality and a shared voice for our overarching communications and campaign.

The usage guide section is designed to ensure that the pieces of communication produced for this campaign and by our member and partner organizations are consistent.

The inspiration examples have been designed to give you ideas for how you can implement the Sonoma County brand signature into your own advertising, marketing and promotions.

We appreciate your participation to build the Sonoma County Brand in our community, our state and through the world as a world-class wine region. We look forward to seeing our new mark applied in countless shared marketing. Because together, **We are Sonoma County.**

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Communication Standards

Who “WE” Are

We are a
world-class
wine region
made unique
by our heritage,
diversity,
people and
perspectives.

We are Sonoma County.

This simple sentiment is a powerful rallying cry infused with pride of place.

When consumers think about Sonoma County we want them to understand us as a world-class wine region. We are a wine place – made special and unique by our heritage, our diversity, our people, and our perspectives. We want them to get to know and discover who “we” are.

We are winegrowers.

We are winemakers.

We are a wine and culinary culture.

We are innovators and pioneers.

We are diverse AVAs.

We are a visitor destination.

Our Goal

We know that on average, one out of 20 premium bottles of wine purchased by our core target is from Sonoma County. We also know that sales of Sonoma County wines increase as consumers understand more about this region. Our goal is to increase the number of Sonoma County wines purchased locally, nationally, and internationally. We will do that by educating consumers and trade about who we are and what we bring to the table – literally.

Brand Character

Genuine Independent Adventurous

Our **Brand Character** reflects the values, words and actions of the Sonoma County brand.

Genuine

WHAT IT MEANS

Convivial, warm, honest, welcoming, hospitable, versatile.

WHAT IT DOESN'T MEAN

Never precious, or dominated by cosmetics of presentation.

Independent

WHAT IT MEANS

Individualistic; confident in one's own choices; holding a distinctive point of view; comfortable when taking the path less traveled.

WHAT IT DOESN'T MEAN

Never contrarian or egotistical; never abrasive.

Adventurous

WHAT IT MEANS

A lover of exploration and discovery, always open to unique new things. A character willing to seek further than the average person.

WHAT IT DOESN'T MEAN

Never goes all the way to the bleeding edge; not a risk-seeker or chaser of mere novelty.

Core Audience

Understanding our audience helps us build authentic connections.

Our **Core Audience** can be described as “Experience seekers,” confident, independent and adventurous.

Experience Seekers

- Active, social people who enjoy travel, outdoor activities, dining out and cooking, and entertaining at home.
- They exhibit some level of affinity with the land through gardening and local foods.
- Good wine is a staple part of the experience, but not necessarily dominant.
- For them, an experience is to be shared with friends, and they happily expend considerable and heartfelt effort to make the shared experience enjoyable and memorable.
- Information they can turn into knowledge and brand stories to share are part of the experience, and it is made complete with hands-on, personal intimate observation and participation, and the development of relationships.

Demographic

- 30+
- educated
- above-average income for their age group

Key Messaging

Our key messages provide evidence of our promise that Sonoma County is a world-class region.

WHY BRAND SONOMA COUNTY

PRIDE AND POWER OF PLACE:

We all know we live in a beautiful and truly special place that is like no other. We have coast, valleys, rivers and Redwood forests in a region that is the size of Rhode Island. But understanding Sonoma County isn't easy: our diversity and size makes it a challenge for visitors to understand. Connecting the regions, wineries and other destinations under the Sonoma County brand aids in understanding and awareness of all that Sonoma County is, and all that it has to offer.

KNOWLEDGE IS POWER:

Consumers like context – it's how we all learn and understand our surroundings. While consumer research indicates a high recognition rate for Sonoma County as a wine region, there is a dramatic drop in awareness of the wine regions located within Sonoma County.

Our opportunity lies before us: By connecting under the Sonoma County brand we can strengthen understanding, awareness, visibility, and appreciation of all that Sonoma County is, especially our AVAs and destinations.

THE RISING TIDE:

As the global wine and tourism market grows with new countries, new regions, new categories, and new labels, there is more pressure than ever before to strengthen the presence of Sonoma County and its AVAs among world-class wine regions. We need to own and protect our position. Much of this comes from producing wines of outstanding quality and offering visitors a unique destination, but staying in the consumer's mind is essential. By keeping the Sonoma County brand relevant and visible, we ensure that every winery and our region as a whole benefits from the power of our brand.

Brand and Usage Standards

Brand Signature

The logo is the primary visual representation of Sonoma County.

The Sonoma County logo's rustic brown color and stencil style recall the unique craftsmanship at the heart of winemaking.

To reinforce its origins in stencil designs, the logo always appears at an angle. The logo is set at a predetermined angle in the digital artwork files.

Always use the master digital artwork when reproducing the logo. Never re-create it or alter it in any way.

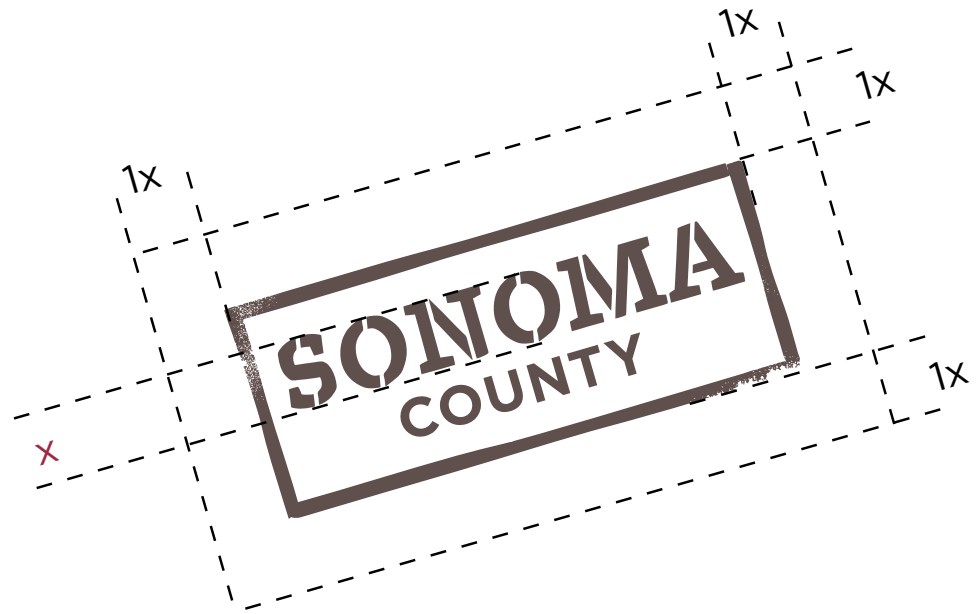


Brand and Usage Standards

Clear Space and Minimum Size

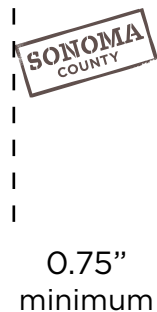
Clear Space

Clear space is the area surrounding the logo that must always be free of text or any graphic elements. This ensures that the logo stands out distinctively in any environment. The clear space of the logo is 1x where x is equal to the height of the letters in "Sonoma". Because the logo always appears at predetermined angle, the clear space of the logo follows the angle of the logo.



Minimum Size

To ensure the clarity and legibility of the logo, a recommended minimum reproduction size (0.75") has been established. The logo can scale up as large as necessary, but it should not appear smaller than the recommended minimum size.



Brand and Usage Standards

Color Palette

Color Palette

The Sonoma County color palette is inspired by the natural beauty found throughout the county.

Sonoma Wine is the distinguishing color of our identity. It suggests our winemaking heritage and serves as a visual shorthand for our brand.

In addition to Sonoma Wine, we have a secondary color palette to use for type, illustrations, or backgrounds.

Together, these colors create a harmonious palette that unite our communication materials, identifying them unmistakably as the Sonoma County brand.

Sonoma Brown PMS 411 RGB 96 / 80 / 76 CMYK 55 / 60 / 59 / 33 HTML 60504C	Sonoma Taupe PMS 407 RGB 178 / 167 / 161 CMYK 31 / 33 / 33 / 0 HTML B2A7A1
Sonoma Green PMS 576 RGB 122 / 155 / 73 CMYK 57 / 22 / 91 / 4 HTML 7A9B49	Sonoma Orange PMS 124 RGB 237 / 169 / 0 CMYK 7 / 35 / 100 / 0 HTML EDA900
Sonoma Red PMS 202 RGB 135 / 35 / 49 CMYK 29 / 96 / 76 / 29 HTML 8B2331	Sonoma Blue PMS 295 RGB 0 / 40 / 85 CMYK 100 / 84 / 36 / 39 HTML 002855

Color from Photography

Another way we incorporate color in our communication materials is through the use of high-quality color photography of Sonoma County.

A collection of photographs by photographer Andy Katz is available for use on our communication materials.



Brand and Usage Standards

Usage Guidelines

General Usage

DO

- Use marks as provided, without alteration
- Use the mark at an angle as provided
- Ensure good contrast when using over photography or colored backgrounds



DO use at an angle



DO use reversed over photos with good contrast

DON'T

- Distort or skew the mark in any way
- Change the typeface, size, and position of the typography within the mark
- Recolor the mark's typography
- Outline the mark
- Add additional typography to the mark
- Create patterns with mark
- Use colors that provide poor contrast



DON'T straighten out



DON'T skew or distort



DON'T recreate the mark



DON'T alter the typography

Brand and Usage Standards

Usage Guidelines



DON'T remove outer box

*Located in
beautiful*



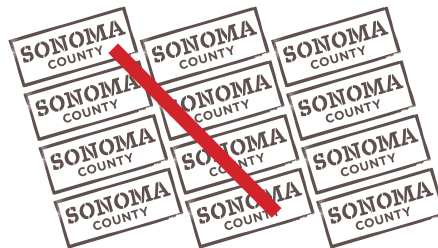
DON'T add copy



DON'T outline the
mark



DON'T re-color
typography



DON'T create patterns
with the mark



DON'T use on backgrounds with
poor contrast

Brand and Usage Standards

Use with other brand marks

Use With Another Brand Mark

When brands use the Sonoma County mark on thier marketing materials, they are signifying that they are part of beautiful Sonoma County. The Sonoma County mark is meant to support the brands located in Sonoma County, and this is evident in how the mark is used.

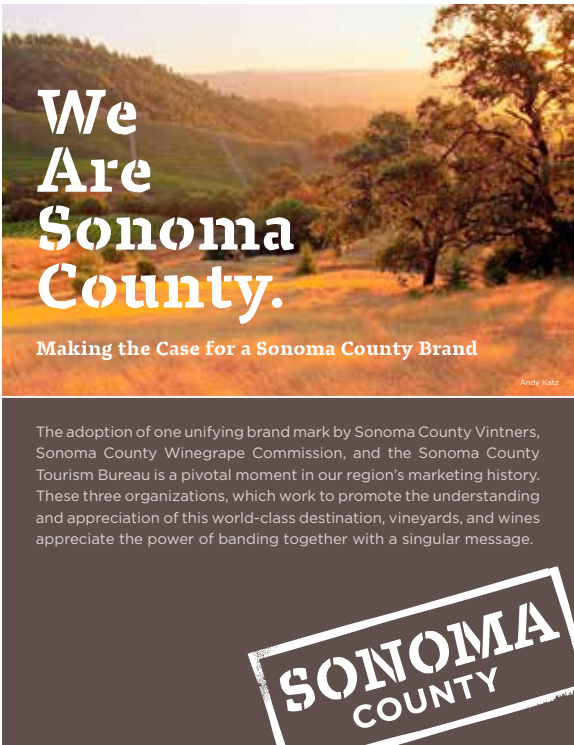
The Sonoma County mark does not have to be “locked up” with a member brand’s mark, but when it is, it should play the supporting role, often smaller and to the right, center-aligned or a bit below. Maintaining proper clear space is key to preserving the impact of all marks.

Use With Multiple Marks

When used with more than one other mark, such as in a footer or sponsor lineup, the Sonoma County mark should be sized so that it carries the same weight as other marks, is horizontally center-aligned, and has generous clear space.

The mark as “punctuation”

An often successful use of the mark on marketing materials is often in the lower right corner.



Brand and Usage Standards

Use with other brand marks

Shown here are examples of how brand marks can be locked up with the Sonoma County mark.



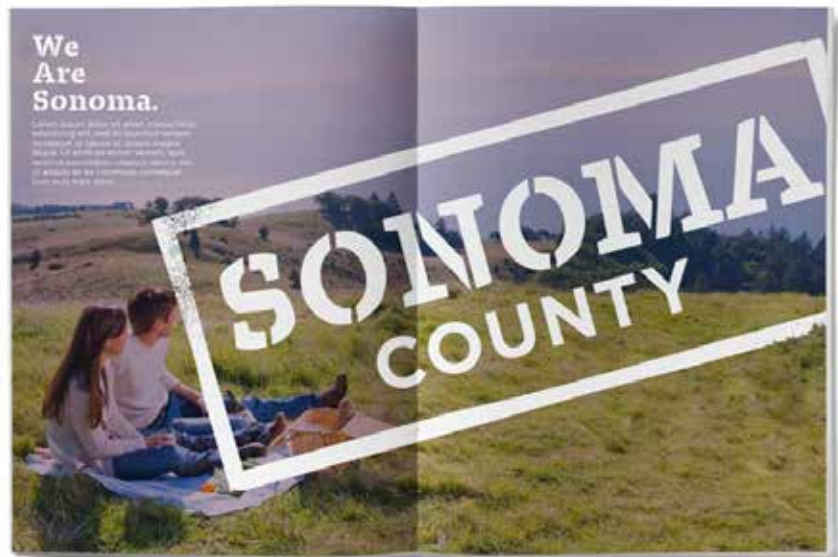
Brand and Usage Standards

Visual Style

20

The look and feel of Sonoma County reflects the Sonoma County's brand essence: genuine, independent and adventurous.

The mark's rustic stencil style recalls the unique craftsmanship at the heart of winemaking. The mark and the unique font Brilliant, are often used boldly across high-quality images or bold color representing Sonoma County.



Typography is a key aspect of our identity system. It helps distinguish us as an organization and provides visual consistency across our communications. Our identity system uses two distinctive typefaces: Brilliant and Gotham.

BRILLIANT

The word “Sonoma” in our logo was developed from the typeface Brilliant. Brilliant is a unique stencil-style typeface that makes a dramatic impression when used at large sizes such as headlines and titles. Brilliant can also be used effectively at smaller sizes for body copy. This is most effective when done sparingly. Our system uses two weights of Brilliant: Bold and Regular.

GOTHAM

The word “County” in our logo was developed from the typeface Gotham. Gotham is a modern, friendly sans serif typeface that works exceptionally well for large amounts of text such as body copy. Our system uses two weights of Gotham: Book and Bold.

Obtaining fonts

Brilliant can be purchased at: <http://www.youworkforthem.com/product.php?sku=T1207>
Gotham can be purchased at: http://www.typography.com/fonts/font_overview.php?productLineID=100008

Alternative typeface

In situations where Brilliant or Gotham may not be available, such as with Microsoft® Office applications or HTML text, use Verdana as a substitute.

Eat
Drink

Brilliant Bold

& Be
Merry

Brilliant Regular

Body copy regular dolupidi que dolor solor renimpos alit fugit as mo quidusam, corios quiae es est, sint. Ti dolum eosant ut ex et erum exerumquo maionse.

Gotham Book

Body copy regular dolupidi que dolor solor renimpos alit fugit.

Verdana Regular

Body copy regular dolupidi que dolor solor renimpos alit fugit as mo quidusam, corios quiae es est, sint. Ti dolum eosant ut ex et erum exerumquo maionse.

Gotham Bold

Body copy regular dolupidi que dolor solor renimpos alit fugit.

Verdana Bold

Inspiration Examples

The examples on the following pages suggest ways the Sonoma County mark can be used on member brands' marketing materials.

Labels



Shelf Talker and Case Card



Fact Sheet and Website




RAVENSWOOD
Vintners Blend • County Series • Single Vineyard Designates

RAVENSWOOD SINGLE VINEYARD DESIGNATES
TELDESCHI ZINFANDEL
 DRY CREEK VALLEY

PROFILE

- Deep garnet in color
- Spicy aromas of cinnamon and cardamom
- Huge black cherry flavors followed by characters of vanilla cherry and sweet plum

PAIRS WITH

- Teriyaki flank steak with stir-fried vegetables, mustard-glazed ham, beef short ribs with polenta

95 POINTS
Connoisseurs' Guide to California Wine, 2007 Vintage






 Like us on Facebook under:
NO WIMPY WINES
 ravenswoodwinery.com

SONOMA COUNTY

Please enjoy our wines responsibly.
 © 2011 Ravenswood Winery, Sonoma, CA RAVNA12084

Bag And Carrying Case



Contact

To learn more and request information please visit **wearesonomacounty.com**

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