



THREE STICKS

Brand Standards

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THREE STICKS MARKETING

725 Broadway Ave
Sonoma, CA 95476
(707) 996-3328
info@threestickswines.com

THREE STICKS AT THE ADOBE

143 West Spain Street
Sonoma, CA 95476
(707) 996-3328 (ext. 1)
concierge@threestickswines.com



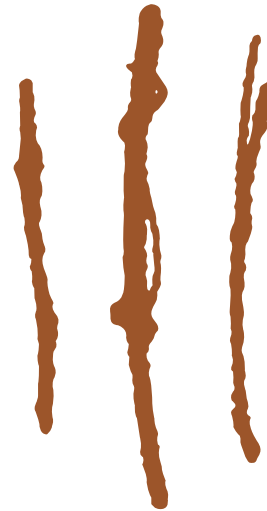
At Three Sticks we believe in stewardship of the land, the vineyards, the people, and their history. Preserving the best of the past and innovating towards the future. We are for real people, real history, real wines; experiences you will never forget, lasting relationships, our families, and our community. We love Sonoma. It is our home and we are dedicated to enriching our community and touching lives through wine. We believe celebration and the power of table fellowship make life fun and are important parts of humanity.

OUR PURPOSE: Enriching people's lives and celebrating fellowship.

Brand Identity

Primary Signature (The Logo)

The full Three Sticks signature is the default logo and should be used in all instances for the highest level of recognition. The signature is comprised of a logotype and icon which should not be altered from the lockup shown at right. The logo should primarily be used in the brand copper color including all variations for different reproduction and fabrication methods. Always use the approved digital logo assets provided by the marketing team.



————— icon

THREE STICKS

————— Logotype

Components of the Logo

COLOR APPLICATION OF THE LOGO

The logo in color

The Three Sticks signature may be used in either of the primary palette colors as well as in white and black. Both components of the logo should appear in the same color only however.

The signature may be used over background colors imagery and textures. Simply ensure sufficient contrast for readability in every situation.



THREE STICKS

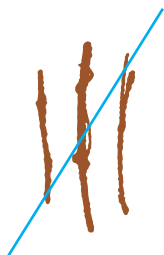
Primary Use



THREE STICKS



THREE STICKS



THREE STICKS



THREE STICKS



THREE STICKS



THREE STICKS

Minimum Size (width)

In order to maintain legibility of the Three Sticks Wines logo, it should not be used in sizes smaller than the examples provided here. These rules ensure the readability of both the logotype and the icon in the signature. Attention and care should be used in any application for ensuring readability of these elements. Always use the approved digital logo assets provided by the marketing team.



THREE STICKS

print: 1 inch



THREE STICKS

screen: 100 px

Clear Space

When using the Three Sticks logo, it's important to include an adequate amount of surrounding clear space for clarity and visibility of the logo within a composition.

Where possible, this diagram demonstrates how to calculate the minimum clear space for any application of the signature. There will be instances of space limitations that may make this impossible. For example, small online ad units, social media and local sponsorship opportunities. Simply apply judgement to ensure the highest degree of visibility in any composition. Avoid visual crowding.



The Logotype

In compositions with restricted height, such as signage or digital advertising, the icon may be omitted in order to provide larger size and presence of the logotype alone.

This secondary use should be leveraged most heavily where the primary signature is already visible in a suite of materials like product packaging and signage kits and where it's incorporated into typographic lockups and marketing for The Adobe. For instance, in packaging: shipping containers enclosing bottles with the full label/full signature or in packaging: awnings and highly horizontal spaces.

The variety of marketing needs, fabrication methods and material selection require flexibility of color application. Any of the primary colors as well as black and white may be applied to both the logotype and the icon. Simply ensure sufficient contrast for any substrate and when applying over imagery or patterns.

THREE STICKS

Primary Use

THREE STICKS

THREE STICKS



The Icon

The Three Sticks icon may be used independently as a secondary identity representing the brand. The three grape vines or sticks are a visualization of the name and have a high degree of brand equity and recognition, having been part of the Three Sticks Wines identity from the outset.

The icon should not be used independently at small sizes however, where readability of the icon is degraded and sufficient presence can't be achieved. Instead, the logotype or full signature should be applied in restricted size compositions for optimal visibility.

Leverage the icon most heavily at large sizes in elements like packaging and signage or where the primary signature is already visible in a suite of materials like stationery. For instance, in stationery: secondary correspondence like note pads.

When using the icon independently, it should not be applied at sizes smaller than what's demonstrated at right.

The variety of marketing needs, fabrication methods and material selection require flexibility of color application. Any of the primary colors as well as black and white may be applied to the icon. Simply ensure sufficient contrast for any substrate and when applying over imagery or patterns.



Primary Use



Minimum Size Icon (height)



Color Palette





THREE STICKS COLOR PALETTE

The Three Sticks brand will appear in a wide variety of marketing media. Different formulas have been provided for specifying correct color.

When producing print materials, refer to the CMYK or Pantone formulas. Wherever possible, using the Pantone colors for the primary palette is preferred for consistency. The metallic and foil specifications are recommended for logo reproduction, where budget and process allow. Short run digital printing and offset printing with multi color compositions will require these CMYK formulas.

When working with web palettes, refer to the Hexadecimal numbers and for Microsoft presentations and other screen presentations, refer to the RGB formulas.

Color Palette

	Primary Colors		Secondary Colors	
				
Pantone	7516	405	403	7500
Metallic (Pantone)	8022			
Foil (Kurz)	Luxor 351			
CMYK	11/75/92/50	26/31/35/72	20/25/30/59	0/3/10/4
Hexadecimal	99552b	696158	68c857b	dfd1a7
RGB	153/85/43	105/97/88	140/133/123	223/209/167
	Neutral Colors			

Textures and Materials

Color can come from the materials we choose as well as the application of our color palette. An important tone in our palette is a natural or cream white. This color should primarily be achieved through selection of papers. The preferred stocks listed below maintain a consistent soft white color.

In keeping with the brand's commitment to stewardship of the land, when producing print materials, look for sustainably produced papers with a high post-consumer recycled content, recycled cotton fiber content or that utilize environmental energy production methods.

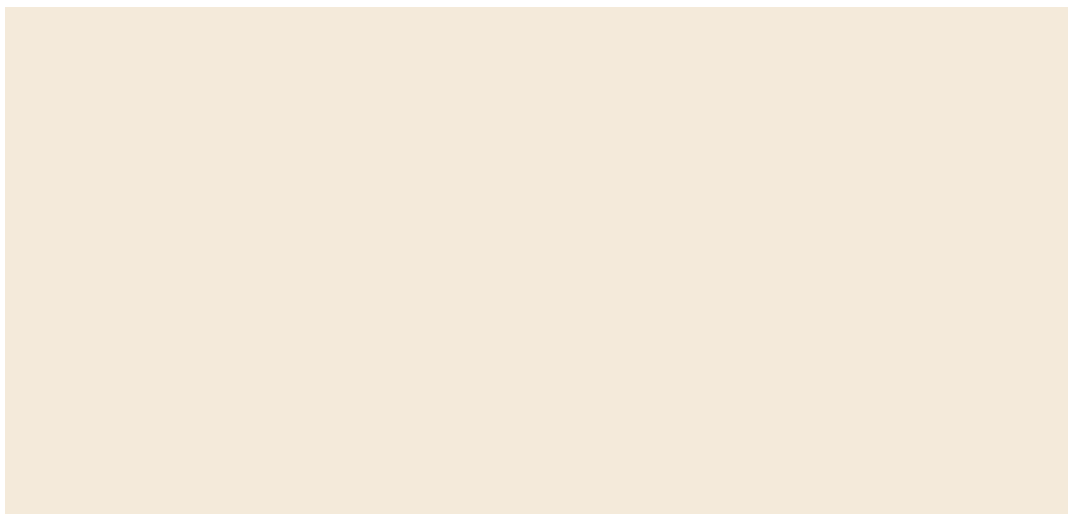
For signage choose sustainable substrates that can be recycled or reused, like bioboard and cloth for temporary use and wood, metal and other durable options for permanent signage.

Preferred Offset Printing Papers:

Mohawk Strathmore Natural White
Mohawk Strathmore Soft White
Mohawk Superfine White
Neenah Environment PC100 Natural
Neenah Classic Crest Natural White
Crane Pearl White
Finch Soft White

Preferred Label Stock for Wine Labels:

Avery Fasson Estate #8 Weld
(recommended for heavy moisture)



Kraft & chipboard substrates should be reserved for packaging, not used for printed collateral and marketing

Typography

Typefaces in use

Sentinel and Pluto Sans are the official Three Sticks typefaces, chosen for the character and personality of their letterforms. Their high level of readability make them appropriate for both print and onscreen applications. The full family of weights and widths for both faces may be used for display and body copy in all types of marketing and communication.

Sentinel may be purchased from:
Hoefler & Co (www.typography.com)

Desktop and webfont licensing available

Pluto Sans may be purchased from:
My Fonts (www.myfonts.com)

Desktop and webfont licensing available

Helvetica and Georgia are the official typefaces for all traditional HTML text and documents utilizing Microsoft Office applications.

Spotlight On

DURRELL VINEYARD

Durell Vineyard sits on the very western edge of the town of Sonoma and is intersected by three Sonoma County AVAs: Sonoma Valley, Sonoma Coast and Carneros. This unique transitional location allows Durell to capture and capitalize on influences of varied topography, soil, and microclimates.

JOIN US FOR
AN HISTORIC
WINE TASTING
EXPERIENCE

SEPTEMBER

2-4

Destination Durell

PINOT NOIR

SONOMA COAST

GAP'S CROWN VINEYARD

2015

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

THIN / CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

EXTRA LIGHT / CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

LIGHT / CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

REGULAR / CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MEDIUM / CONDENSED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

BOLD / CONDENSED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

HEAVY / CONDENSED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

BLACK / CONDENSED

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

PFVE Logo

Three Sticks is part of the Price Family Vineyards and Estates collection of properties and brands. Three Sticks Wines are cultivated from the premium vineyard sites and focused farming practices of the PFVE family.

The relationship is transparent and the PFVE logo may appear in marketing materials and PR efforts supporting the deeper Three Sticks story and in context of the story of the people behind the wine. The PFVE logo should primarily appear in Pantone 414 and Black or White within PFVE correspondence and marketing and may also be reproduced in any neutral color of the Three Sticks palette.



PMS 415

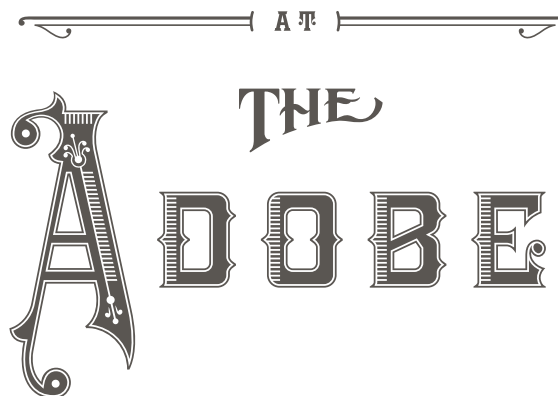


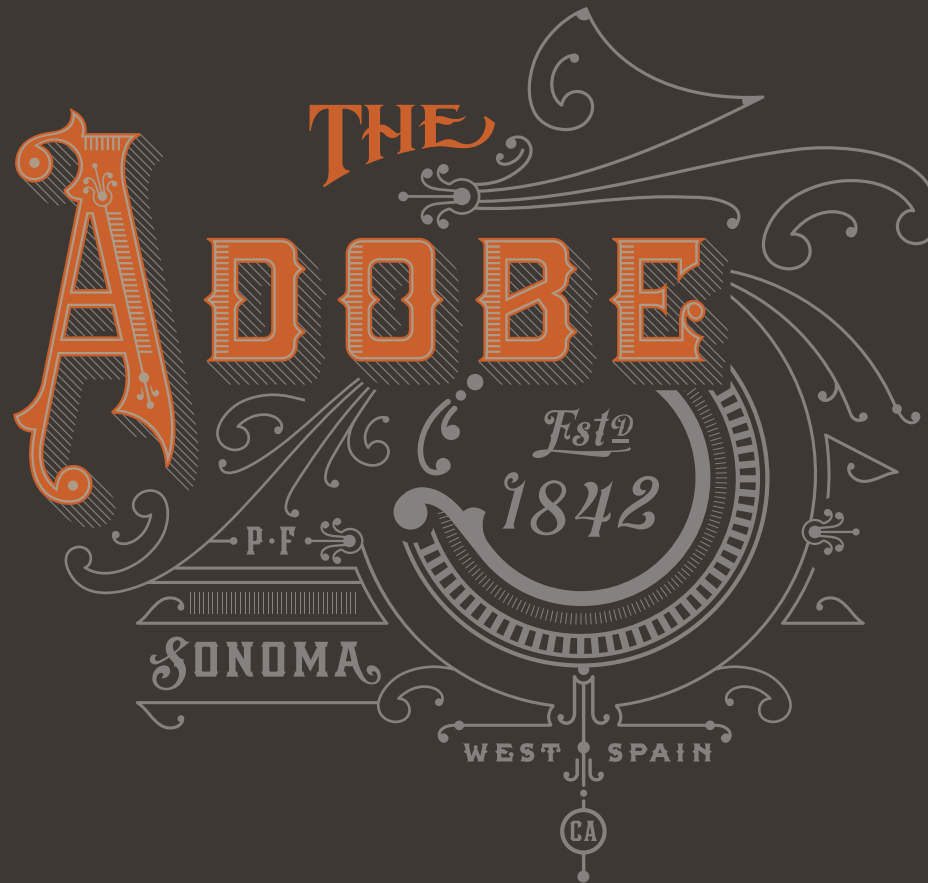
Interconnected Brands

The Adobe is home to Three Sticks Wines. It is a distinct brand of its own that connects closely with the Three Sticks identity. The Adobe is part of the Three Sticks experience and part of the Price Family brands. The Adobe serves as a tasting room, event space, store, office space and museum.

The Adobe has a character and personality distinct from Three Sticks that reflects the heritage of the original adobe home built in 1842. The Vallejo-Casteñada home is an historic landmark of Sonoma. The brands are interconnected and can share a lockup that reflects this connection. This lockup may be used in any marketing, PR and packaging celebrating the tasting experiences, member events and correspondence related to visiting The Adobe, home of Three Sticks Wines.

THREE STICKS





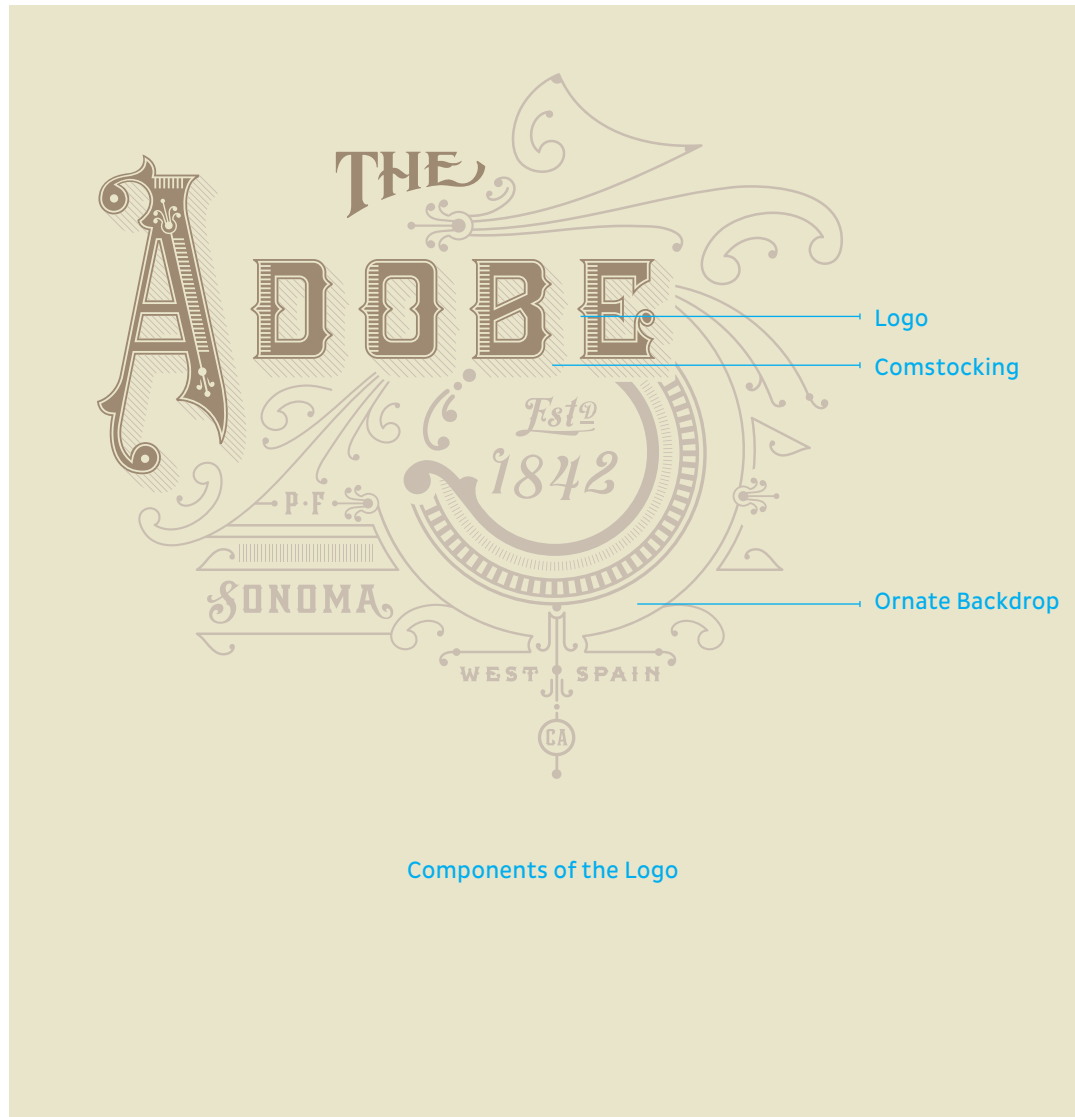
Brand Standards

Full Signature

The Adobe logo is an ornate identity that lends itself to a wide variety of embellishments and specialty reproduction techniques like foils, metallic inks, and stamping or emboss/deboss. The custom logotype reflects the illustrated hand drawn type of the Adobe's era and visually depicts the heritage of the Vallejo-Casteñada home.

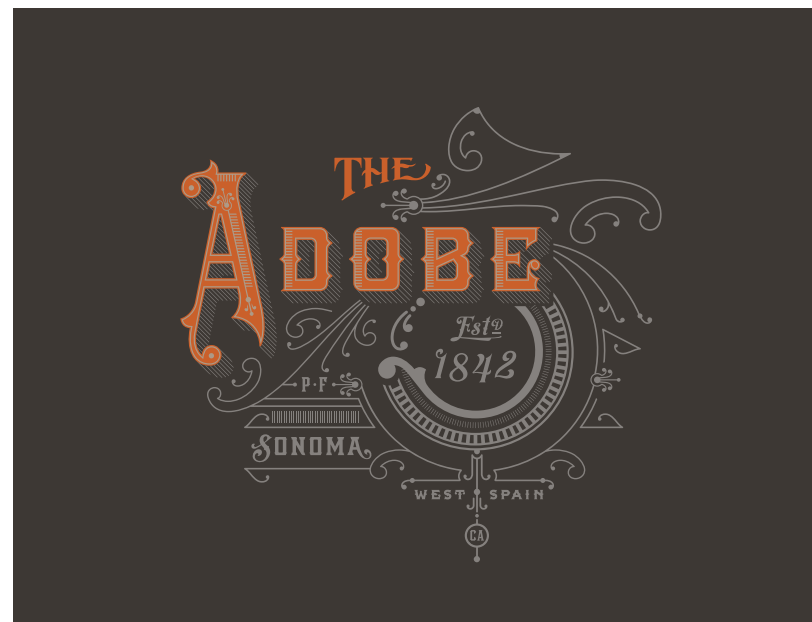
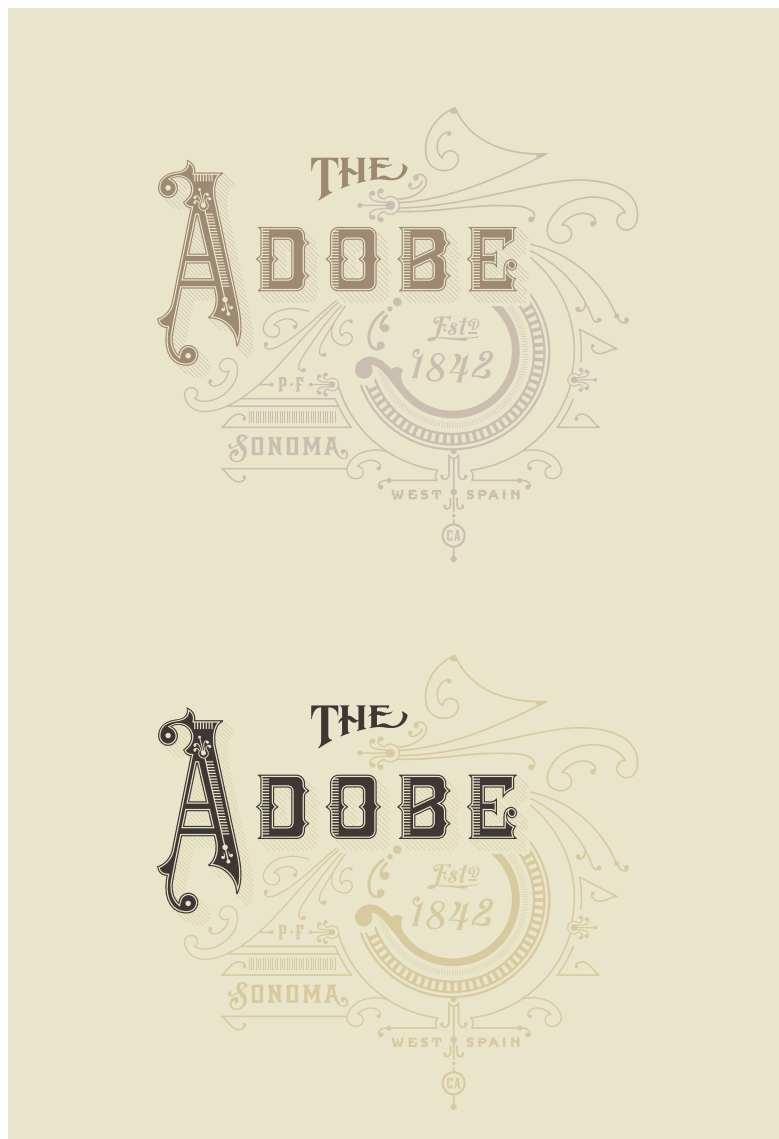
The full signature may be used for signage, packaging, marketing and environmental applications that speak to the experience of visiting this historic landmark.

Because of the complexity of the full signature, it should not be used at small sizes. There are simplified secondary variations of the logo for use in compositions needing cost-effective reproduction techniques like digital printing and for use at smaller sizes and with narrow or limited height.



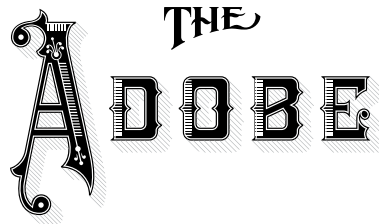
COLOR APPLICATION OF THE LOGO

25

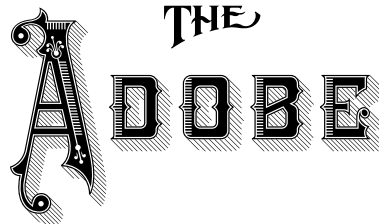


The full signature works best in multiple colors where the ornate backdrop is a subtle technique like a blind deboss or tint of the background color. This application allows “The Adobe” text to be highlighted visually. The logo may also be used in a single color with all elements in equal weight.

Simplified Logo with Comstocking

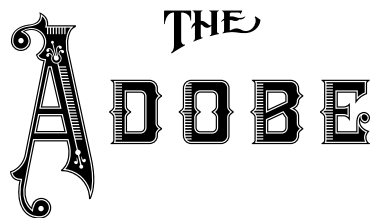


35% tint comstocking



one color

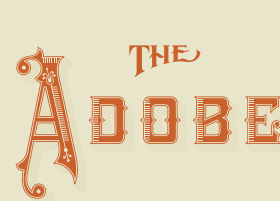
Simplified Logo without Comstocking



Super Simplified Logo



Simplified Logo with Comstocking



Use the simplified logo at smaller sizes and limited space compositions (especially narrow spaces) where the ornate backdrop effects ability to ensure sufficient visibility of the brand name.

Use the simplified logo without comstocking at smaller sizes and busy compositions where the comstocking detail inhibits sufficient visibility of the brand name and production techniques like digital printing where the line detail will not hold (remain visible).



Use the super simplified logo at smallest sizes, digital printing and reproduction methods where the detail of the inline embellishment of the letterforms and comstocking will not hold (remain visible). This version may also be used where optimum readability of the brand name is required, such as local event banners and sponsorships.


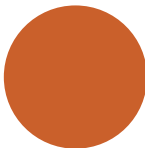


Primary Palette

The Adobe brand will appear in a wide variety of marketing media. Different formulas have been provided for specifying correct color.



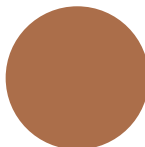
Because of the ornate detail and intricacy of The Adobe brand elements, spot color reproduction and specialty finishes are the desired method of reproduction. It will offer crisp reproduction and allow for holding all detail. Anywhere possibly, specify Pantone colors or foils. Paper may be used to achieve the lighter cream tones. See paper recommendations on page 14 of the Three Sticks brand styleguide for options offering the correct tones.

When producing print materials, refer to the CMYK or Pantone formulas. Short run digital printing and offset printing with multi color compositions will require these CMYK formulas.

When working with web palettes, refer to the Hexadecimal numbers and for Microsoft presentations and other screen presentations, refer to the RGB formulas.

			Metallic	Paper
				
Pantone	Black 7	7583	8005	4545
CMYK	38/35/33/92	0/69/98/12	29/37/57/2	0/3/19/6
Hexadecimal	3d3635	c4622d	b79976	d5cb9f
RGB	61/57/53	196/98/45	183/153/118	213/203/159

Storehouse Additions

		Paper	Metallic (Three Sticks color)
			
Pantone	405		8022
CMYK	26/31/35/72	0/0/15/10	11/75/92/50
Hexadecimal	696158	e8e5cb	99552b
RGB	105/97/88	232/229/203	153/85/43

As a quintessential part of The Adobe experience, The Storehouse serves as an event venue and place of gathering for family, members and friends. The importance of its place in the branded experience is demonstrated with a typographic treatment (logo) of it's own. This logo is incorporated into the broader brand language of The Adobe.

One of the inaugural and continuing memorable member experiences is The Storehouse Supper series. The graphic assets for these suppers offer an example for incorporating The Storehouse identity within more ornate typography.



THE
STOREHOUSE

THE
STOREHOUSE

THE
STOREHOUSE

We embrace and preserve the rich history of The Adobe through its first appearance as the Vallejo-Casteñada home with a typographic treatment identifying and highlighting the original name.

The Casteñada name is additionally preserved through the Three Sticks Casteñada wines exclusively available at The Adobe and Three Sticks events and tasting experiences.

The rich history of the home has been canonized through a series of logos, embellishments, typography styles and graphic elements that visually bring to life the era of its original incarnation. The following graphic elements may be used for any correspondence and marketing for The Adobe experiences and Three Sticks tastings and events.



The Adobe brand incorporates primarily hand drawn typography throughout the identity with additional suggested digital faces that convey a vintage or historic aesthetic. These typefaces should be combined with the Three Sticks typefaces to maintain consistency of the brand across a broad spectrum of materials.

The suggested typefaces may be licensed through:

Letterhead Fonts

www.letterheadfonts.com

Desktop use or graphic display for web only

Appleton may be licensed through:

My Fonts (www.myfonts.com)

Desktop and webfont licensing available

LHF FULL BLOCK

LHF EUPHORIA

LHF Billhead 1890

LHF FIRE HOUSE

LHF DICKINSON

Appleton

LHF FANCY FULL

LHF GRANTS ANTIQUE

HOME
Sweet
HOME








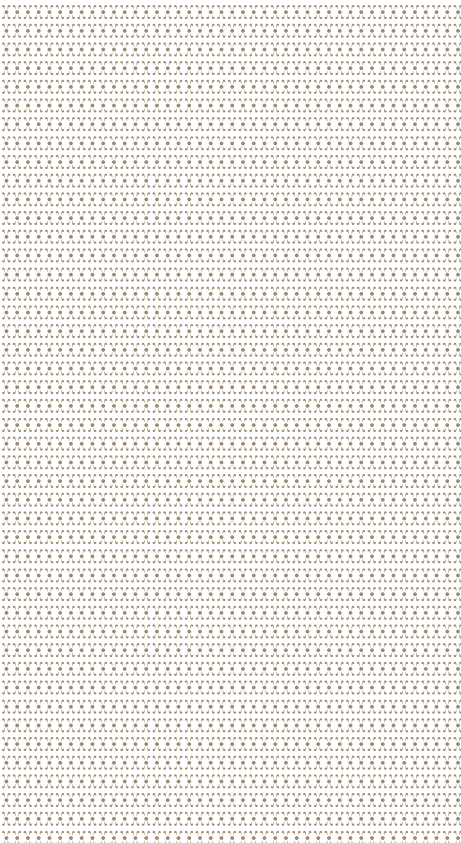



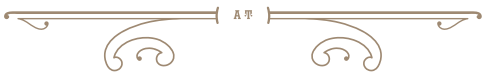


TASTINGS *AND* TOURS
by Appointment





Concierge



 		
<p>PLEASE JOIN US</p> 		 
		
		<p>THANK YOU</p> <p>for joining us</p> 
		
<p>HOME Sweet HOME</p> 