

PORTLAND URBAN WINERY FESTIVAL
_BRAND GUIDELINES

__ASSESSMENT

The Portland Urban Winery Festival is an event that embraces unique wine production methods, educates novice wine drinkers, and illuminates the individuals that pour their blood, sweat, and tears (and wallets) into producing wine in urban environments.

__UNIVERSAL MESSAGE

Embrace the grape.

__BRAND STRATEGY

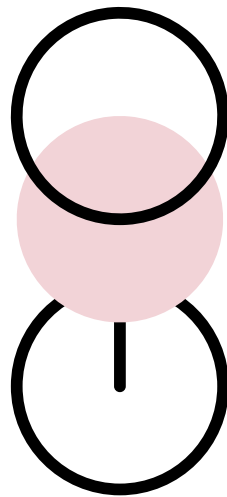
The branding for the Portland Urban Winery Festival attempts to draw crowds in with active geometric patterns, but remains fluid and approachable with the color palette. The language used in copy and advertisement is casual and conversational in order to engage a younger audience while remaining approachable by others. The festival itself is set apart by its competition by its incorporation of refurbished equipment, and its scrappy-chic atmosphere.

__GOALS

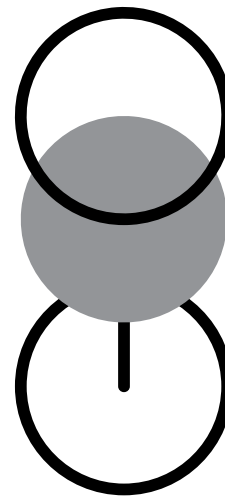
The Portland Urban Winery Festival's goal is to be a relaxing and enlightening place for novice, and expert wine drinkers alike, to gather and learn about Pacific Northwest wine making methods. Attendees will feel intrigued to learn more about wine and step out of their comfort zones.

LOGO

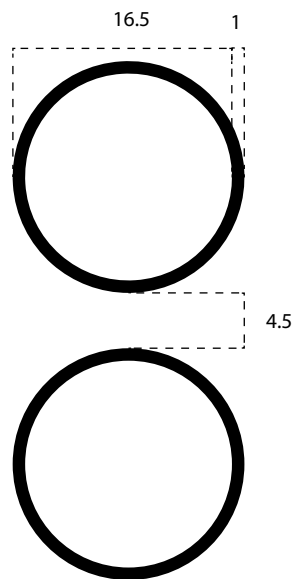
COLOR



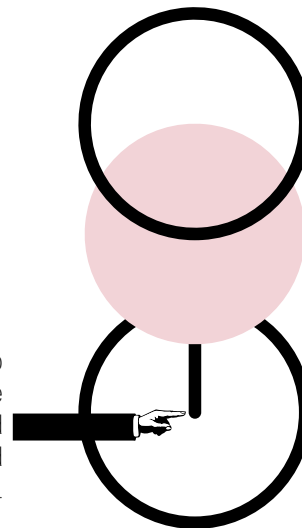
GREYSCALE



Lock up



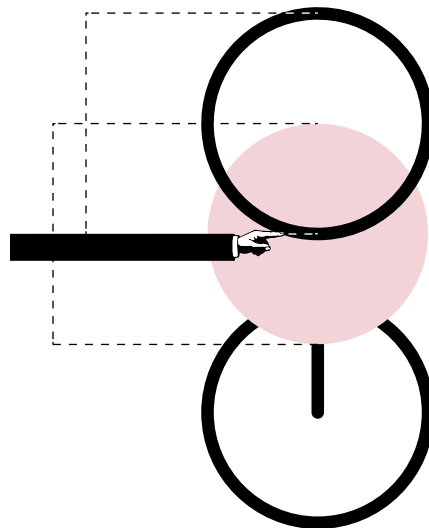
The stem goes to the center of the bottom circle and has a rounded edge.



Lock up

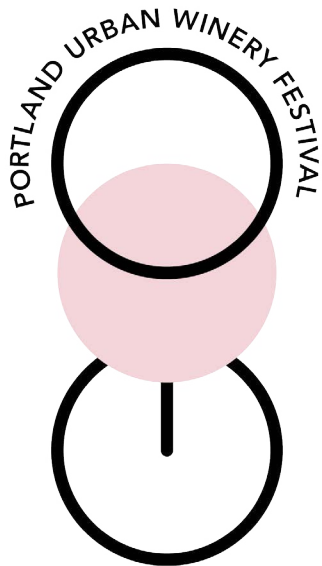
The size of the middle circle is the diameter from the center of the stroke of the other circles.

The center of the middle circle is aligned to the bottom vertex of the top circle.

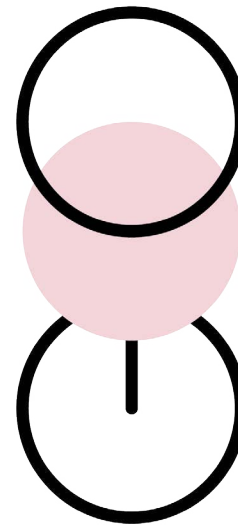


LOGO

Lock up



Portland
Urban
Winery
Festival



Avenir Next

BOLD

HEADLINES

REGULAR ALL CAPS

SUBHEADS

IF YOU SEE THEM AROUND, MAKE SURE
TO GIVE THEM A PAT ON THE BACK.
THEY WORK PRETTY HARD.

DEMI BOLD

LISTS

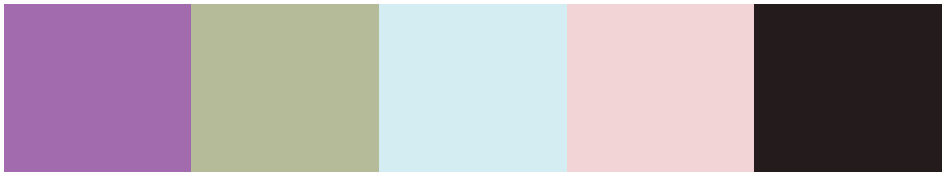
PDX URBAN WINERIES

Body

Founded

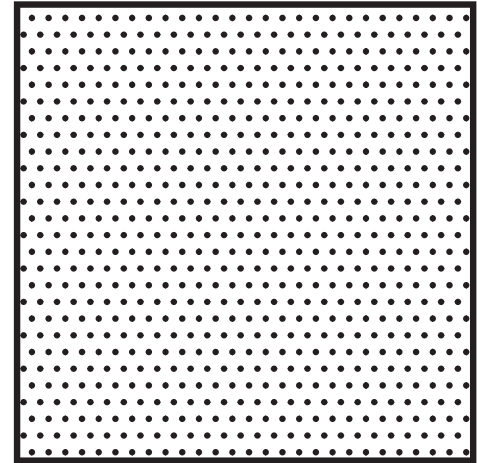
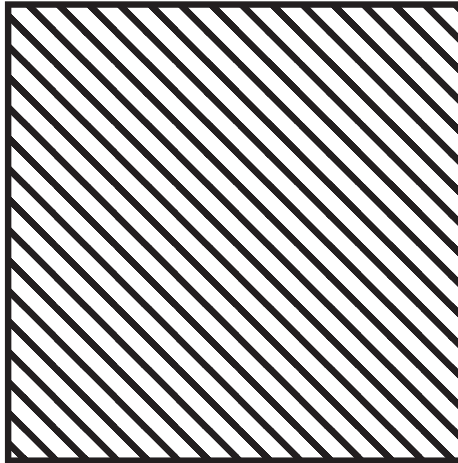
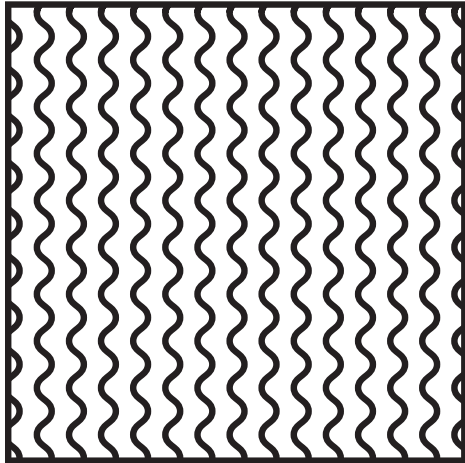
Founded in 2005, the PUWF has
supporters that include some
of Portlands most enthusiastic,
knowledgeable and highly skilled
urban winemakers.

Color Palette

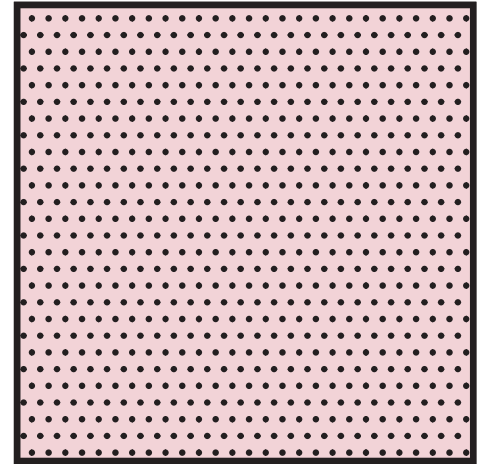
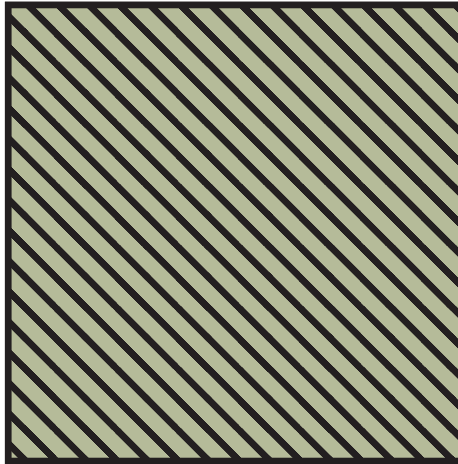
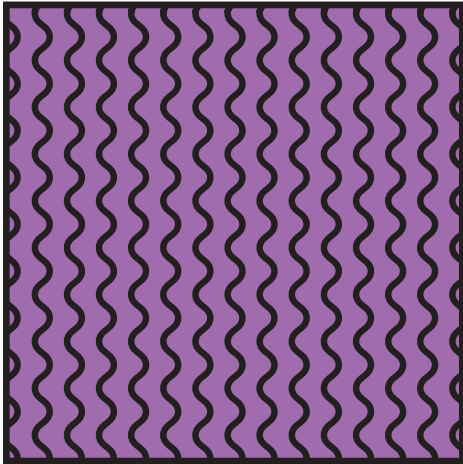


c 40	c 31	c 16	c 3	c 67
m 66	m 18	m 0	m 19	m 67
y 0	y 44	y 4	y 7	y 67
k 0	k 0	k 0	k 0	k 67
r 160	r 181	r 211	r 242	r 36
g 108	g 187	g 237	g 211	g 29
b 174	b 153	b 241	b 215	b 27

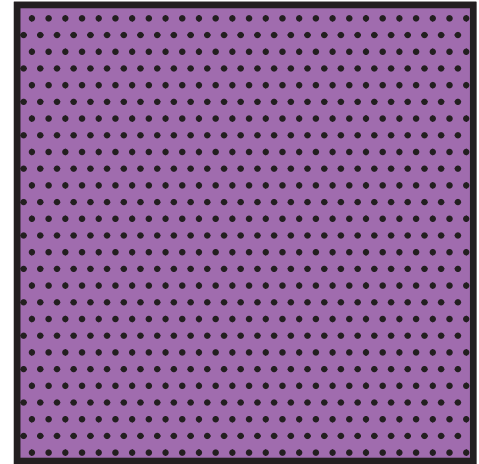
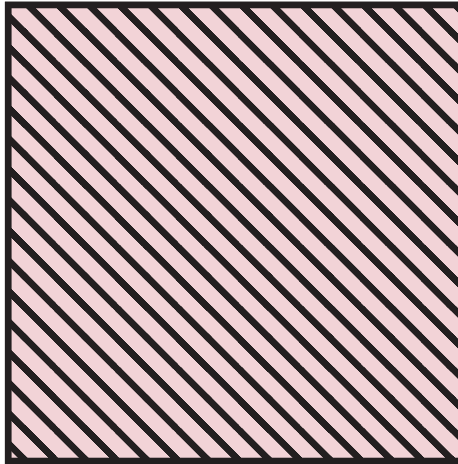
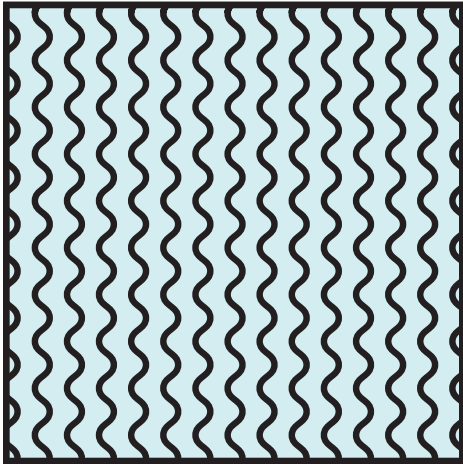
Patterns



Patterns



Patterns



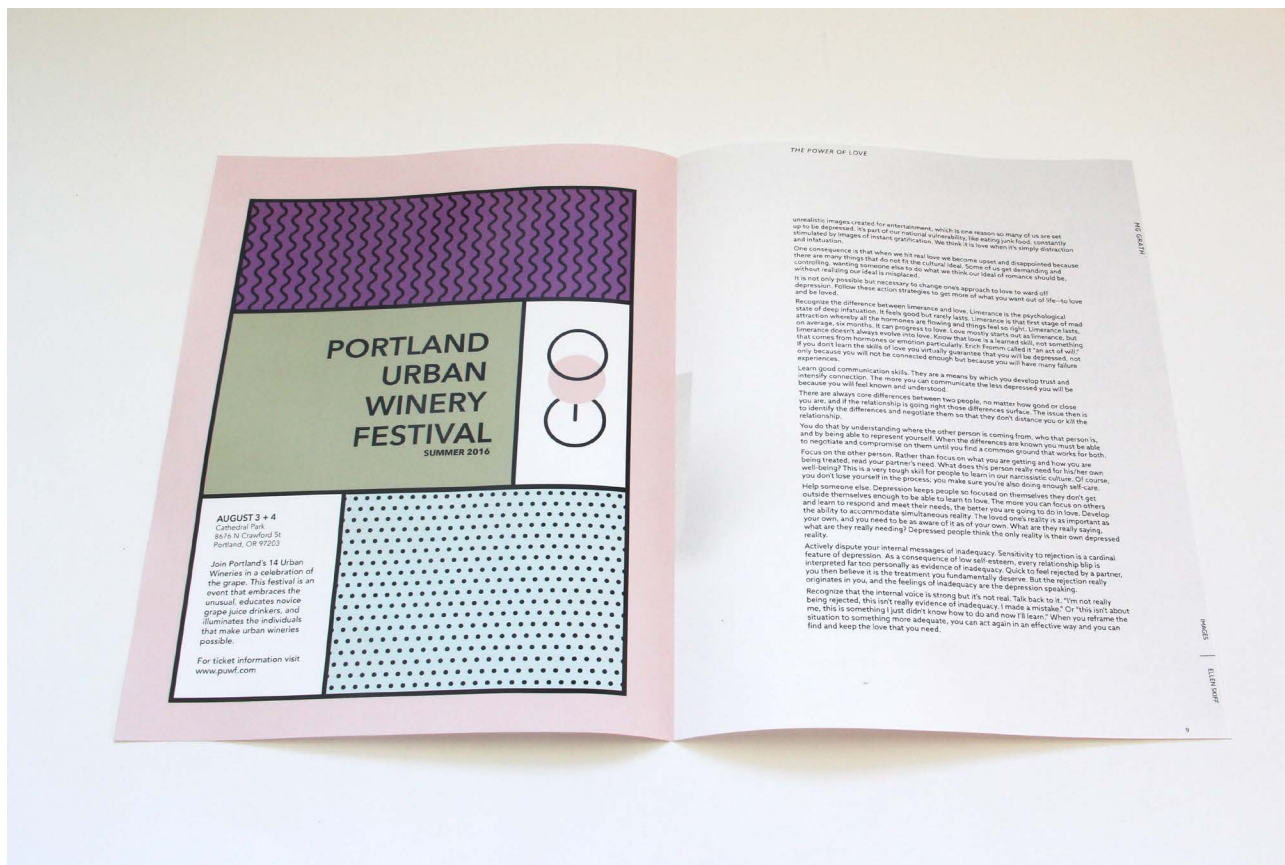
Deliverables

Table Tents



Magazine
Advertisement





THANK YOU