

Brand Guidelines

Version 01 | August 2023



MARLBOROUGH
WINE | Aotearoa
New Zealand



Saint Clair Family Estate

About this guide

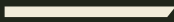
This Brand Guideline document provides parties wishing to use the Marlborough Wine brand elements with a clear understanding on how to use the designed assets to communicate the brand and its positioning. The goal is consistent representation of the brand identity no matter where in the world we reach or what media it's used in.

These guidelines have been created by Wine Marlborough Ltd for the Marlborough Wine industry. Wine Marlborough Ltd is the trading name of the Marlborough Winegrowers Association, representing the Marlborough wine region. This toolkit has been developed to ensure the Marlborough Wine brand assets are used with consistency and confidence. By accessing these assets we are trusting you to use them appropriately, following our brand guidelines, to present a strong and aligned message. Wine Marlborough reserves the right to withdraw use permission at any time.

Please contact us if you have any questions or concerns relating to the use of the Marlborough Wine brand.


Mission

With energy we cultivate, connect and aspire to elevate the quality and reputation of Marlborough's premium wine industry, its people and its place.



Vision

Forever earn our place in the hearts of our people, through our shared commitment to excellence, our care for our place and its people, our drive to be experiential and do better, and our respect for the stories that make us who we are.



Values

Embrace INNOVATION

We know innovation is found in the spaces between the people who came before us and the people yet to come, uncertainty and clarity, relaxation and sophistication, premium and value, surprise and reliability...and we thrive here, in our embrace of who we really are. Nothing stands still, we are transient in our discovery and centred in our place. We aren't afraid to lead the way.

Be EXPERIENTIAL

We believe that the dedication, energy and movement of the industry is grounded in provenance – it is palpable. With one sip, people can tell a variety of wine is from Marlborough because there is something special and unique about the place we call home and it is tangible in our wine.

Share in CONNECTIVITY

The nuances and relationships between our people and place bring our brand to life. We acknowledge all perspectives, but have clarity on our shared values that define who we are and what we stand for. We act with courage, welcome new ideas, challenge the status quo and hero our diversity in our people, in our wine and in our place. We lift one another up by building connected communities that offer genuine support and not shying away from difficult conversations that help us thrive.

Enveloped in ENERGY

We show up with a drive and a sense of energy pushing us forward, allowing us to innovate and sustain our place and people – we are excited for the future and for our pioneering start and where we are today. It is energy that drives us. We are present, active, full of life and invested in our communities, innovation, quality and for our place – Marlborough.

Share EXCELLENCE

We believe in living up to the true value in our name. We have a history and reputation for quality underpinning who we are and what we do. Every action strives to live up to, if not raise, those standards. Quality is connected to everything we touch. We share this quality with the world.

Our personality – how we behave

- Marlborough wine is dynamic, gregarious, lively, approachable, and aspirational – but we are not overbearing.
- We are sophisticated, contemporary and fresh with a vivacious magnetism to us. We exude a casual yet energetic elegance.
- We are confident and intelligent, but not overconfident, nor do we show off.
- We know who we are and why we are here – and we want to share our love of wine, food and place with our people – next door and across the world.
- We evoke excitement and innovate – we are not bound by tradition, yet it grounds us. We are young at heart but wise beyond our years. We have stories to tell and people want to listen to them, they are stories that will flow through generations and evolve.
- We are generous with our time and our spirit and build lasting relationships.
- People want to 'meet' us over and again. And they will, because we are progressive pioneers and it is this that allows our stories to keep being created – to transcend time, evolve and grow and be shared for generations and centuries to come.

How we talk – our tone of voice

With this brand there is a feeling of balance – a harmony between contradictions / multiple truths. Of scale and artisanal production, where clarity and complexity collide. Where sophistication meets a relaxed essence, local meets global, where energy and life meet fresh clarity, where fun meets tranquility and sustainability meets growth.

We have diverse audiences who will see messages sway to meet the information needs of consumers and businesses. While these complexities in brand are in play, our tone of voice remains constant.

Manufactured

Sincere

We are authentically sincere. While we are proud of our industry, we are matter of fact and tell our story without embellishment. We own the truth and are authentic in our messaging.

Short

Verbose

We are considered. We get to the point and allow brand photography to do the talking. Copy complements and enhances rather than doubling up on the effect of visuals.

Reserved

Proud

We are proud of our place, people and our wine. We know our worth and want others to feel proud of what we have achieved too, because they have been part of our success and been on the journey with us. We are proud without being arrogant. There is a warm, down-to-earth vibe to us. We are sincere but not reserved in our communication.

Lacking Detail

Technical

Our communication is informed and mindful of the recipient's information needs. Believability builds trust and trust builds ambassadorship and loyalty. Technical detail isn't needed to share our brand essence, but we use it to meet the needs of some audiences.

Fun and Chatty

Serious and Formal

We are warm and not too serious. There is life in our brand. An energy. We don't take ourselves too seriously, but are genuine in our communication. We don't play down the expertise and skill of our craftspeople, but describe it in a way that's accessible to everyone.

Forthright and Outspoken

Diplomatic

We are mindful and respectful. We are connected with one another and respect our individual journeys. We don't shy away from difficult conversations – we are considerate and accepting of the multiple truths in our industry.

Our story

Marlborough wine is the perfect fusion of people, place, passion, and perseverance. As the region that first put New Zealand wine on the world map, we continue to define the pulse of wine in Aotearoa. We are fearless and forward-looking. We have earned our place in people's hearts, and will continue to do so for generations to come.

Marlborough wine is where complexity and clarity collide, where boundaries are pushed, and senses come alight. Where commitment to mastery is alive and artisanal practice is perfected over and again.

We challenge the world to keep pace and meet us in our vision for Marlborough's – and New Zealand's – wine.

We love our Sauvignon Blanc and so does the world. Its premium purity and flavour intensity has rightly earned its place on the world stage – the respect and care of our producers have kept it there. But we are more than this. We are passionate innovators who seek to challenge ourselves and the expectations of what wine should be. We are not bound by tradition, yet the roots of our pioneers and the ones who came before us ground us, and we strive to honour the past whilst looking to the future.

Lit by kei Puta Te Wairau, we are cradled by protective mountain ranges and the fresh coastal breezes of the Pacific Ocean. We respect our duty to guard our place, just as our place guards us.

Our people are the beating heart of our wine – the wine that defines New Zealand. From the Southern Valleys through to Wairau Valley and onto the Awatera Valley and Southern Marlborough, our diversity is epitomised by the many craftspeople who capture wines that are impossible to imitate, hard not to love and filled with passion and provenance.

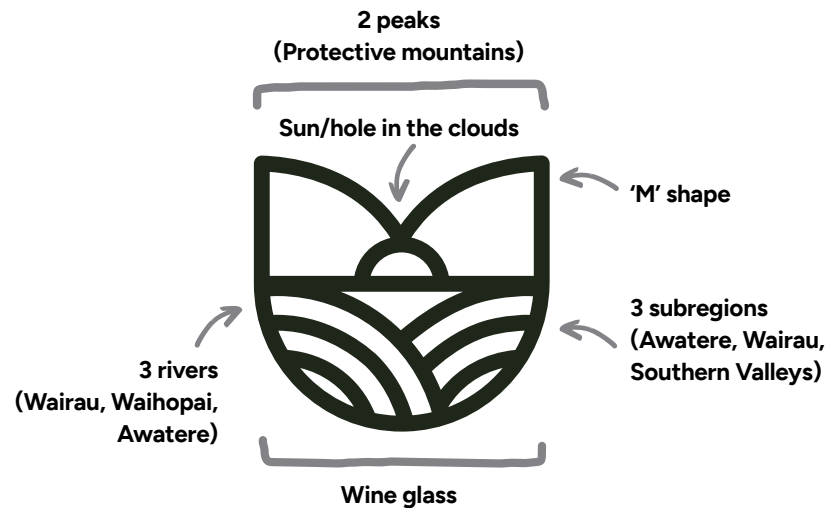
Marlborough Wine is wine you know and love that continues to refresh and excite you. The sense of place in each bottle is palpable, full of surprise and delight. A Marlborough Sauvignon Blanc is a sophisticated wine that cannot be replicated. Its premium purity and flavour intensity has rightly earned its place on the world stage – the respect and care of our producers have kept it there. It is the anchor from which we curl exploratory tendrils of other varieties – Pinot Noir, Chardonnay, Pinot Gris, Riesling – and show our range. It is the wine we can always lean on.

We are free and thankful for our young land – it allows us to evolve and diversify without losing the true reflection of place expressed by our wines.

Our logo



Our logo story



MARLBOROUGH
WINE | Aotearoa
 New Zealand

- The subtle heart-shaped curvature is a nod to our vision to “forever earn our place in the hearts of our people...”
- There is a feeling of warmth, inclusion, and protection as the shape at the top of the device creates an M that wraps around and encapsulates all that is Marlborough, protecting what we hold dear to us.
- The tips of the brand mark not only fall into the centre to represent the ‘hole in the clouds’ our region is synonymous with, but the peaks of this shape also represent our mountain ranges that help protect and shape our enviable wine-growing climate.
- Gradients help express the dynamic force that is our industry. It creates energy and movement – much like that encapsulated within our industry.
- The curving lines at either side of the bottom of the brand mark represent our valleys and rivers. On the left are Wairau, Waihopai, and Awatere rivers. On the right are our valleys: Awatere, Wairau, and Southern Valleys.
- The use of lines throughout the graphic recognises the brand work and position of Marlborough in our identity – this is a subtle reference to the concept of ‘story lines’ with the inclusion of this representation. Understanding that there are many stories and people who make us who we are as an industry, each with a role to play.
- Overwhelmingly it was recognised that what makes the wine special is the place. You can taste it. It is palpable. We have encompassed all of these elements, all of Marlborough – in a shape representative of a glass.

Logo versions

Stacked version (preferred)



Horizontal version



Vertical version



Logo colour use

The logo can appear in a number of different colour variations – making up the primary gradient colours of our brand palette. These colours must always sit on a light background to ensure accurate contrast.



Logo colour use

The logo can also be one colour (black) or reversed (white on black).



Secondary logo

It is preferable to use the Marlborough Wine logo lockup which includes the 'Aotearoa New Zealand' line – especially when used internationally. However, in some cases where the logo needs to be reproduced at a smaller size, or used in a 'domestic' market, the secondary logo can be used.



**MARLBOROUGH
WINE**



**MARLBOROUGH
WINE**



**MARLBOROUGH
WINE**



**MARLBOROUGH
WINE**

Logo clear space

The clear-space guidelines shown below should be observed at all times; no other detail, typography or imagery should encroach on this space – this maintains the integrity of our brand.



Clear space is measured as 2x the height of the 'o' letter from 'Marlborough'.

Logo sizing



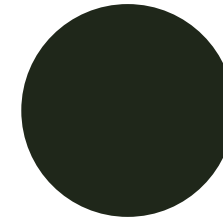
50mm minimum size



30mm minimum size

Colour

– Primary palette

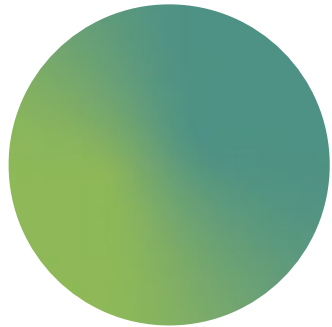


Earthy Black

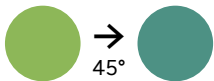
CMYK: 72, 58, 76, 73

RGB: 31, 39, 26

HEX: #1f271a

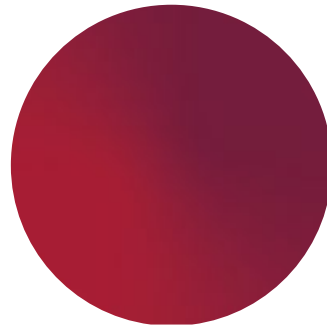


Vibrant Green

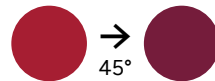


● CMYK: 50, 10, 85, 0
RGB: 141, 183, 88
HEX: #8db758

● CMYK: 72, 26, 52, 4
RGB: 76, 145, 132
HEX: #4c9184

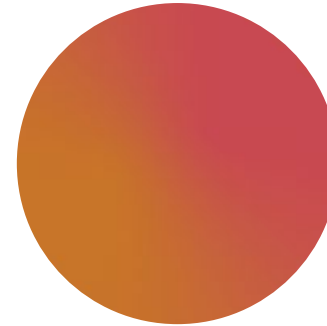


Deep Red

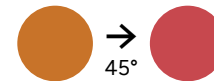


● CMYK: 24, 100, 82, 17
RGB: 167, 30, 51
HEX: #a71e33

● CMYK: 35, 95, 55, 40
RGB: 116, 28, 59
HEX: #741c3b

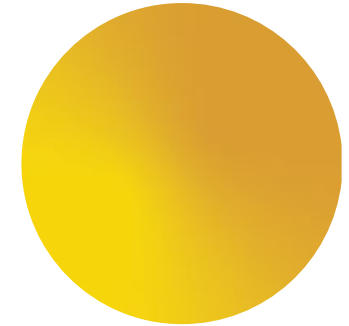


Burnt Orange

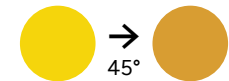


● CMYK: 18, 62, 100, 4
RGB: 198, 114, 41
HEX: #c67229

● CMYK: 21, 87, 70, 0
RGB: 200, 72, 79
HEX: #c8484f



Zesty Yellow

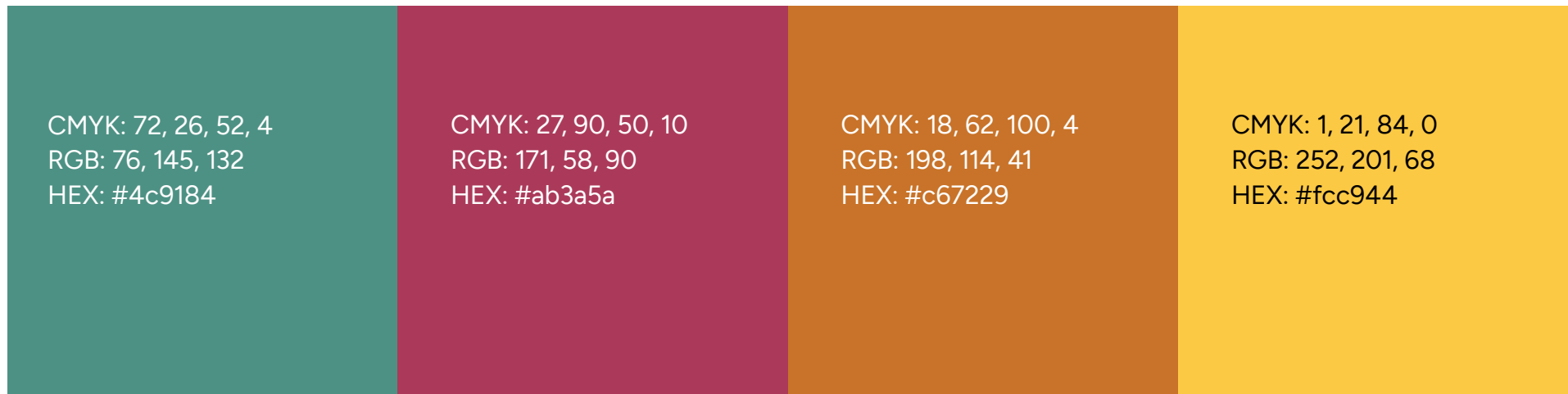


● CMYK: 5, 12, 100, 0
RGB: 245, 213, 12
HEX: #f5d50c

● CMYK: 5, 35, 90, 10
RGB: 216, 157, 50
HEX: #d89d32

Colour

– Secondary palette



– Tertiary palette



Logo don'ts



Don't stretch, skew or distort the logo.



Don't split or rearrange logo components.



Don't use unspecified colours or colour combinations other than those specified in the colour guidelines.



Don't place the logo against any image or background that doesn't create contrast.



Don't add drop shadows to the logo.

Logo use on imagery

Care should be given to the logo when placed over imagery. Ensure that the logo is placed where there is good visual contrast and not visually cluttered. The primary logo colours help give flexibility when placing on different imagery, while the reversed white and black logo options can also be used.



Yealands Estate



NZ Wine



MarlboroughNZ



Marlborough Tour Company

Typeface

Our main brand typeface is Oak Sans and can be used for page headings and body copy in a variety of weights. It is a free, open-source font available to download below.

Oak Sans Light

Oak Sans Light Italic

Oak Sans Regular

Oak Sans Italic

Oak Sans Medium

Oak Sans Medium Italic

Oak Sans SemiBold

Oak Sans SemiBold Italic

Oak Sans Bold

Oak Sans Bold Italic

Creolia Bold

Creolia Bold is a secondary font that can be used for headlines in marketing and social collateral, and to create emphasis in short-form text (such as our supporting 'Aotearoa New Zealand' line within the logo lockup).

Creolia Sans can be used under licence and is available for download below.



Imagery guidelines

Consistency across all brand elements helps us build a stronger brand for our wine region.

Imagery plays a crucial role in this development because photos can impact us immediately. 90% of the information transmitted to the brain is visual and it is processed 60,000 times faster than other information – we are attuned to visual imagery.

Feel free to copy these guidelines and build on them for your image library development.



MarlboroughNZ



1 | Colours are captured in imagery

Consider the incorporation of colour to your imagery in line with the tones of the brand palette (secondary and primary, not tertiary).



2 | Wide open skies

In addition to these colours, **blue/wide open skies** are encouraged in images as a complementary tone to all of the above. **Blue and the inference to light and 'the place with the hole in the cloud'** is incorporated into imagery when possible.

3 | We aim for authenticity

Images are not overproduced or include fake tones or colour ways that differ from the brand. We are matter of fact and tell our story without embellishment. We own the truth and are authentic – in consumer experiences and in the story telling of our industry. Experiences are authentic and not (obviously) staged. We are not facing the camera posed – **we are caught in authentic moments**. Authenticity creates believability – which builds trust and trust builds ambassadorship and loyalty.

4 | People are a large part of what makes us special

We are proud of our people, as much as we are our place and our wine. People in imagery are one of the strongest ways to build emotional brand connections – alongside image elements that depict place and our wine, we can build a powerful narrative about our region and our wine. People want to see brands as human, not just a corporation or product.

Imagery and people within it should be warm, down-to-earth and approachable with a bubbling energy beneath the surface and, in some instances, bubbling over.

We as a brand are not overbearing, but there is life and energy to who we are. People are smiling, happy and engaged in meaningful interactions. Connections between people are shown where possible.



MarlboroughNZ



MarlboroughNZ



Winery recruitment campaign. Photo: Richard Briggs

5 | Marlborough wine is dynamic, gregarious, lively, approachable, and aspirational – but not overbearing

People in imagery should capture this personality, while also maintaining authenticity for the person and who they are. Capturing this in the consumers we depict can help communicate this personality and create resonance with people. Our brand (and, where possible, people in images) are also sophisticated, contemporary and fresh with a vivacious magnetism to them. There is excitement about Marlborough Wine. Photos are to have a strong, compelling composition with good fore, mid, and background that creates a sense of depth – ensuring photos don't feel flat. **Images are not dark and moody.**

6 | We are a premium wine region and quality should be depicted in everything we do

Images should be high quality, with considered composition, text not overlaying faces, working in harmony with imagery and not pixelated or out of focus. Where possible, we show movement and activity – this is where intentional blurring to capture this essence is okay. Interactions with wine are 'correct' where wine bottles are being poured correctly, people tasting correctly and so on. **Wine glasses are clean and freshness is captured in the glass.** Images are not cluttered or messy and this allows the hero of the image's story to breathe.

7 | We are mindful and respectful

We respect tikanga Māori and other cultures in our communications. For example, we are mindful of cropped heads in images because having an image cropped anywhere from the neck upwards goes against tikanga as the head is tapu.



8 | We are growing, moving forward and while young at heart, we are wise beyond our years

Images referencing growth and progression help build our brand narrative. This can be in the vines, or younger generations working with older. We are constantly moving forward and offer a new-world wine experience that rivals the old.

9 | We are not afraid to get our hands dirty

And it is through these hands that we can communicate passion and pioneering spirit.

10 | We are a community

And we show inclusion and the melting pot of culture, passion and knowledge from all corners of the world.



Winery recruitment campaign. Photo: Richard Briggs

11 | Capture subliminal lines

Lines help us (at a subliminal level) elevate and leverage the Marlborough regional identity.



12 | We do not use stock imagery

Stock imagery is often clearly identifiable and if so, can reduce trust, the perception of quality and the authenticity of our message.



13 | We show our range

Marlborough Wine continues to refresh and excite. A Marlborough Sauvignon Blanc is a sophisticated wine that cannot be replicated. It is the anchor from which we curl exploratory tendrils of other varieties – Pinot Noir, Chardonnay, Pinot Gris, Riesling – and show our range. Ensure the online conversation is balanced with all varietals relevant to your brand to help build our positioning of quality, expertise and craftsmanship.



14 | We are cognisant of all competitors

Images of rows of vines and landscapes frequent wine region marketing. We make sure landscape imagery is captivating and identifiable when used.



15 | We adhere to alcohol advertising rules at all times



Contact us

Please contact us if you have any questions relating to the Marlborough Wine brand.

E: sarah@winemarlborough.nz



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