TENERAL
Cellars

ALWAYS *Being.* ALWAYS *Becoming.*

TENERAL CELLARS

Brand Standards and Guidelines

AUGUST 2020

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01

THE BRAND

IMPORTANCE OF BRANDING

BRANDING IS BEAUTIFUL AND POWERFUL.

Building a brand takes vision, passion, boldness, and creativity. Making all of the moving pieces and parts cohesive is a dance that needs rhythm and discipline. The discipline comes from the brand guidelines we are presenting in this document. This will provide everyone who comes in contact with your brand the same feeling you intended. The rhythm comes from your brand's DNA: the logo, colors, typography, graphics, iconography, and photography that makes up the visual aspect of the brand.

It is impossible to overemphasize the importance of brand consistency. Endless studies have proven that consistency increases awareness and helps cement an emotional connection to a brand. The more you follow these guides, the more your brand will impact your audience.

TENERAL IS THE ACT OF CLAIMING YOUR POWER WITHIN TO TRANSFORM THE WORLD WITH GRIT AND GRACE.

ABOUT US

Teneral Cellars is an entrepreneurial agent for social change. We are a woman-owned and run empowerment community that supports women's causes and industry inclusion through the production and sale of phenomenal wine. Founded in March 2020 by Jill Osur as a purpose-driven brand, aims to produce incredible wines from sustainably-farmed vineyards, curate meaningful experiences, and build a strong community through cause.

MISSION

To provide good wine and great community while showcasing the importance of a woman's professional success and give an opportunity to invest in organizations that create change.

VISION

To create a giving community focused on changing the world for women, everywhere.

OUR CAUSE

At Teneral Cellars, 10% of all profits are donated to organizations currently championing women's empowerment.

SUSTAINABLE FARMING AND PRODUCTION

At Teneral Cellars, we use sustainable and organic methods to produce our wines. We are dedicated to utilizing farming methods that are both ecologically and economically sound.

THE SWARM

Connections over a glass of wine should never be limited to who you can meet in person, at a tasting room, or demonstration. By joining The Swarm, you become a member of a uniquely digital movement for women who love wine and want to create change in the world. As a member of The Swarm, you will receive discounted quarterly wine releases, access to limited release wines, invites to exclusive online events and powerful panel discussions. With each release, 10% of the profits will be donated to an organization focused on women's issues including climate, justice, and social change.

DIVERSITY AND EQUITY

Diversity and equity are issues all over the world. We know we can't walk in everyone's shoes or truly understand the experiences we haven't lived, but we can provide a platform open to all and every conversation. We believe in empowering women through diversity and equity conversations and listening to anyone who has something to say. We focus on hiring and sourcing vendors with policies that ensure a diverse workplace and we support of vendors from marginalized groups.

ALWAYS BEING. ALWAYS BECOMING.

The Brand Message Architecture is an internal messaging tool best used when looking to create any kind of content for internal and external use.

POSITIONING STATEMENT

For womxn and anyone passionate about womxn's issues. Teneral Cellars is the digital wine community that best delivers empowering and engaging wine experiences because Teneral Cellars, and only Teneral Cellars, brings liked-minded women together for a cause they believe in.

VALUE PROPOSITION

To provide good wine and great community while showcasing the importance of a woman's professional success and give an opportunity to invest in organizations that create change.

TAGLINE

Always being. Always becoming.

HASHTAG

#SipWithPurpose

#RaiseYourGlassRaiseYourVoice

BRAND STORIES

Swarm Sisterhood

- Quarterly wine membership offering great wine and a variety of virtual events
- Each quarter, a new partner organization is chosen to receive a 10% donation. Each member "gives" to a new cause every quarter

Pouring Out Industry Secrets

- Increasing BIPOC in the wine industry through Viticulturist scholarship program exclusively for BIPOC
- Dedication to hiring and championing BIPOC winemakers
- Education and awareness of biodynamic and sustainable winemaking methods

Spouting From The Rooftops

- Nothing Kitschy Blog
- Chill with Jill interview series
- Radical retweets, posts, and media engagement about social issues
- A digital, women-centric community

WHAT WE BELIEVE IN

Great wine requires a balance of elegance and strength. It is the subtlety that draws attention while the boldness calls out. Great wine delivers a message. Our wine stands up with confidence and says, "We can enable change, together."

DIVERSITY MAKES US STRONGER

We believe a diversity of experience, ideas, and people weaves the thread in our community tapestry. We need threads of every size, texture, and color. This ensures the tapestry is both beautiful and strong enough to carry our community through the tough times.

FEMINISM IS FOR EVERYONE

We believe feminism is not about choosing

a team. Feminism is not exclusive to women. Anyone who champions women and supports equity and equality in life is a feminist, regardless of gender.

BLACK LIVES MATTER

We believe Black Lives Matter. We share a desire for justice and a commitment to healing. We believe in supporting equity for Black people through the dismantling of institutions of systemic racism in our country.

NO HUMAN IS ILLEGAL

We believe no person is illegal. While certain actions may be against the law, people cannot inherently be illegal. Although, in the US, it is a federal crime to enter the country without inspection, it is not a crime to be present within the country without authorization. It is not a crime to exist.

LOVE IS LOVE

We believe in love. It is a simple human truth that loving another person is a wonderful thing. We are committed to ensuring equality and justice for all love. Love is to be accepted, appreciated, celebrated, valued, and protected.

WOMEN'S RIGHTS ARE HUMAN RIGHTS

We believe sexual exploitation, violence, harmful cultural practices, and systemic inequalities prevent women from reaching their potential and violates their human rights. We support the dismantling of this discrimination and inequality to create a better and just world for women.

SCIENCE IS REAL

We believe science is the continued betterment of understanding through an examination of facts. Science supports our ability to make sound decisions with reliable information. The prevailing understanding of a subject may change over time as more information is available. Science provides a trusted structure in the evolution of belief.

WHAT WE BELIEVE IN

INJUSTICE ANYWHERE IS A THREAT TO JUSTICE EVERYWHERE

We believe injustice does not exist in a bubble. We must stand up against all injustice. To combat the far-reaching consequences of injustice, we must stand up for ourselves, and, as a community, we will stand up for all marginalized people.

WE RISE BY LIFTING OTHERS

We believe success only comes when giving a hand in support of the success of others. We support each other. We celebrate successes and build on the lessons of failure. We do this together as the success of any woman should be an inspiration to others.

AN ACT OF KINDNESS CAN CHANGE THE WORLD

We believe every interaction with each other should come from a place of kindness and empathy. Acts of kindness, however small or large, create positivity in the world around us. Kindness is seeing the good in every person and situation and expressing it through love and humanity.

WE ARE ALL JUST WALKING EACH OTHER HOME

We believe we are all connected to the people around us. Seeing each other as neighbors, friends, and family, looking out for each other, and walking each other home is a huge first step in getting past our differences and creating connection.

IN EMPOWERING WOMEN WHO EMPOWER WOMEN

We believe in providing a platform of support and community to women working to raise up other women. We believe in empowering women who raise their voice not to shout, but to be heard. We believe in mentoring and supporting ambition. Cheers to women empowering women!

THE BRAND
Brand Word Map

Below is a list of words used to define the brand's overall tone as is associated with company culture, clientele, voice, feeling, and impact.

CULTURE

- Smart
- Sophisticated
- Exclusive
- Hospitable
- Quality-oriented
- Energetically aligned
- Mind, body, spirit
- Fun

CLIENTS

- Avid wine drinkers
- Talkers
- Community-lovers
- Civically active
- Lifelong learners
- Aware
- Active
- Foodies
- Dragonfly lovers

VOICE

- Mature
- Kind
- Experienced
- Approachable
- Luxury
- Passionate
- Provocative

FEELING

- High-value
- Exclusive
- Activated
- Engaged
- Understood
- Ownership
- Inspired
- Respected

IMPACT

- Engaging
- Digital-experience
- Value-based-exchanges
- Community
- Conversation

A controlled vocabulary is an organized and specific list of words or phrases used in the context of the brand. This is traditionally used to standardize content retrieval through browsing or searching but it also comes in handy when writing branded content across all mediums.

TERM AND DEFINITION	ASSOCIATED TERMS
Member(s) Any one person who is a paying participant of the The Swarm.	The Swarm
Teneral Team/ Team Member(s) A term used to define any one person who is employed by Teneral Cellars.	Viticulturist
The Swarm The name of Teneral Cellars quarterly wine membership movement.	Members, Community, Community Member(s)
Community / Community Member Any one person who follows Teneral Cellars online whether or not they are a paying member of the The Swarm.	
Wine The name of the drink that Teneral Cellars produces or sells. *Brand History: Across the internet, wine has many names: booze, beverage, adult drink, adult beverage, vino, etc.*	
Viticulturist The term used to define a person who assists vineyards or wine producers in the overall production of wine. Any person who is involved in the farming or creation of Teneral Cellars Wine is referred to as a Viticulturist.	Team Member(s)
Organic We farm and produce sustainable wines. We farm organically but are not certified to use this term.	Sustainable Biodynamic
Biodynamic	Sustainable Organic
Partner Organization Any organization or business chosen as the quarter release partner and donation recipient. Can also be a content organization.	
Nothing Kitschy The name of Teneral Cellars blog and original content umbrella.	

TERM AND DEFINITION	ASSOCIATED TERMS
Sustainable Farming our own grapes allows us to prioritize quality over yield. It also reduces Teneral Cellar's vulnerability to fluctuating grape prices and provides greater flexibility in the types of varietals we can use in our winemaking. The following sustainable farming practices improve the quality of our wines, minimize environmental impact, and reduce our long-term production costs: • Cutting-edge tilling methods and use of naturally occurring fertilizers improves the soil quality of our vineyards. • Conversion of vineyards to dry farming or regulated deficit irrigation reduces one of the most significant wine growing costs: irrigation. • Electrostatic crop spraying reduces chemical application by around 90%. • Optimal canopy management increases yields, lowers harvesting costs, and minimizes fungicide application. • Livestock grazing is more cost-effective and sustainable than mechanized weeding.	Organic Biodynamic

02

THE LOGO

TRANSFORMATIONAL PURPOSE-DRIVEN FEMININE

LOGO EXPLANATION

Teneral, by definition, is the state of an insect immediately after molting during which it is soft and immature in coloring. We took this concept and transformed it into the many ways that a woman changes, grows, and metamorphosize throughout life.

In almost every part of the world, the dragonfly symbolizes change, transformation, adaptability, and self-realization. The change that is often referred to is rooted in mental and emotional maturity and understanding the deeper meaning of life. The dragonfly's symbolic meaning and the metamorphasis the dragonfly endures made it the perfect imagery to represent Teneral Cellars.

The dragonfly in the logo is detailed, and colorful. The logo attributes reflect Teneral's multi-faceted brand model. The colorful wings of the dragonfly represent Teneral's commitment to diversity, creativity, and passion. The elaborate line work represents Teneral's attention to detail, and the web Teneral Cellars weave in the process of curating wine. The dragonfly spanned out abstractly represents the "T" in "Teneral" while being unique and feminine.

THE LOGO
Format and Style

COMBINATION MARK
A combination mark is a logo comprised of a combined wordmark or letter mark and a pictorial mark, abstract mark, or mascot. The picture and text can be laid out side-by-side, stacked on top of each other, or integrated together to create an image. Some well known combination mark logos include Doritos, Burger King, and Lacoste.

CHARACTERISTICS
Dragonfly

Diverse Colors

Script Typography

WORKS WELL WITH

Gradients, femininity, pinkish-hue photography, geometrical sans serif fonts, dark stormy gray, bright white, and high-contrast photography.

KEYWORDS
Modern, bright, feminine, dragonfly, teneral, bold, sassy, gradient, powerful, rainbow, transformation, metamorphasis, line-work, elegance, classy, women, wine, worldly, divserse

MATURE ——————————●———————— YOUTHFUL

PLAYFUL ———————————●——— SOPHISTICATED

ECONOMICAL —————————————●— LUXURIOUS

LITERAL ●———————————————— ABSTRACT
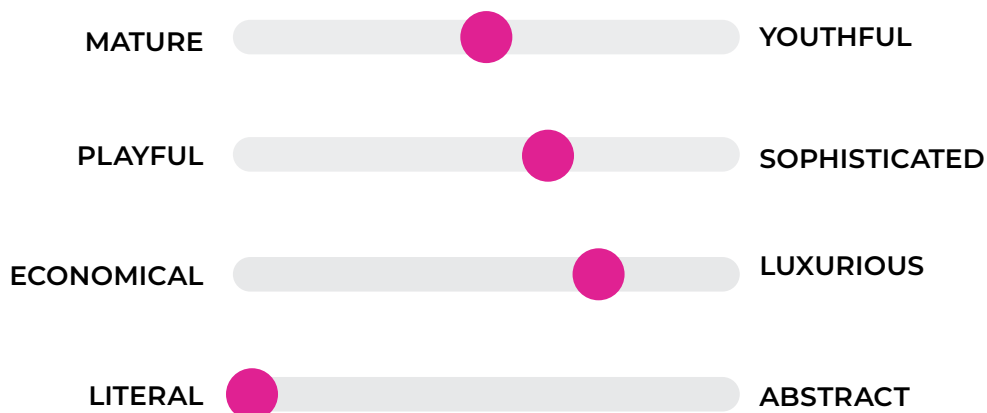
THE LOGO
Logo Concept

While there were several options presented to represent the many voices of Teneral Cellars, we ultimately ended with a hand-rendered and digitalized literal illustration of a dragonfly. The diverse color palette is an exact represenation of the real-life colors in a dragonfly's wings. The word mark acts as the foundation of the logo. The typography lockup creates a feminine, bold, powerful, and ultra-modern look, while creating a tone that the target market is driven towards.

IMAGES/PHOTOGRAPH

ICONS/REPRESENTATION
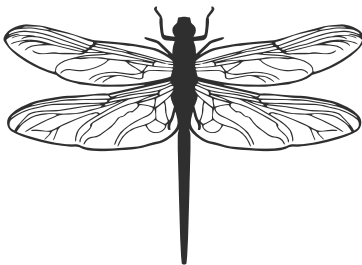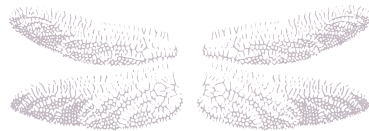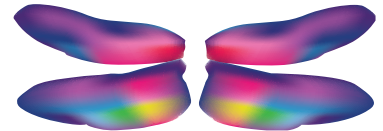
VERTICAL

PRINT: Full Logo Mark/Vertical/No Tagline or With Tagline/Full Color/CMYK (Print)

WEB: Full Logo Mark/Vertical/No Tagline or With Tagline/Full Color/RGB (Digital)

Vertical Full Color Logo With Tagline

Vertical Full Color Logo No Tagline

HORIZONTAL

PRINT: Full Logo Mark/Horizontal/No Tagline or With Tagline/Full Color/CMYK (Print)

WEB: Full Logo Mark/Horizontal/No Tagline or With Tagline/Full Color/RGB (Digital)

NOTE: Horizontal Logo not created with tagline. Does not meet minimum size requirements. You may use the horizontal logos combined with the "tagline only" files.

Horizontal Full Color Logo No Tagline

SYMBOL AND TAGLINE

PRINT: Symbol Only or Tagline Only/Full Color/CMYK (Print)

WEB: Symbol Only or Tagline Only/Full Color/RGB (Digital)

Full Color Symbol

Full Color Tagline

VERTICAL

PRINT: Full Logo Mark/Vertical/No Tagline or With Tagline/Black
WEB: Full Logo Mark/Vertical/No Tagline or With Tagline/Black

Vertical Black Logo With Tagline

Vertical Black Logo No Tagline

HORIZONTAL

PRINT: Full Logo Mark/Horizontal/No Tagline or With Tagline/Black
WEB: Full Logo Mark/Horizontal/No Tagline or With Tagline/Black

NOTE: Horizontal Logo not created with tagline. Does not meet minimum size requirements.
You may use the horizontal logos combined with the "tagline only" files.

Horizontal Black Logo No Tagline

SYMBOL AND TAGLINE

PRINT: Symbol Only or Tagline Only/Black
WEB: Symbol Only or Tagline Only/Black

Black Symbol

Black Tagline

VERTICAL

PRINT: Full Logo Mark/Vertical/No Tagline or With Tagline/Grayscale
WEB: Full Logo Mark/Vertical/No Tagline or With Tagline/Grayscale

Vertical Grayscale *Logo With Tagline*

Vertical Grayscale *Logo No Tagline*

HORIZONTAL

PRINT: Full Logo Mark/Horizontal/No Tagline or With Tagline/Grayscale
WEB: Full Logo Mark/Horizontal/No Tagline or With Tagline/Grayscale

NOTE: Horizontal Logo not created with tagline. Does not meet minimum size requirements.
You may use the horizontal logos combined with the "tagline only" files.

Horizontal Grayscale *Logo No Tagline*

SYMBOL AND TAGLINE

PRINT: Symbol Only or Tagline Only/Black
WEB: Symbol Only or Tagline Only/Black

Grayscale *Symbol*

Grayscale *Tagline*

VERTICAL

PRINT: Full Logo Mark/Vertical/No Tagline or With Tagline/Grayscale

WEB: Full Logo Mark/Vertical/No Tagline or With Tagline/Grayscale

Vertical White *Logo With Tagline*

Vertical White *Logo No Tagline*

HORIZONTAL

PRINT: Full Logo Mark/Horizontal/No Tagline or With Tagline/Black

WEB: Full Logo Mark/Horizontal/No Tagline or With Tagline/Black

*NOTE: Horizontal Logo not created with tagline. Does not meet minimum size requirements.
You may use the horizontal logos combined with the "tagline only" files.*

Horizontal White *Logo No Tagline*

SYMBOL AND TAGLINE

PRINT: Symbol Only or Tagline Only/Black

WEB: Symbol Only or Tagline Only/Black

White *Symbol*
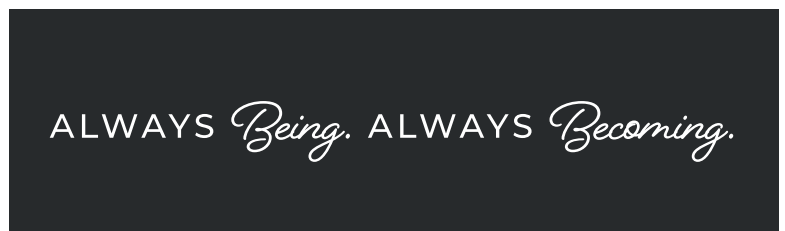
White *Tagline*

CHILD LOGOS

WORDMARK AND LOCKUP

WORDMARK: Full Swarm Logo/Pink or Stormy Gray or White
LOCKUP: The Swarm x Teneral/Full Color or Pink or Stormy Gray or White

The Swarm · Pink

The Swarm · Stormy Gray

The Swarm · White

The Swarm x Teneral Cellars · Full Color

The Swarm x Teneral Cellars · Pink

The Swarm x Teneral Cellars · Stormy Gray

The Swarm x Teneral Cellars · White

WORDMARK

PRINT: Chill with Jill Lockup/Pink (CMYK) or Stormy Gray or White
WEB: Chill with Jill Lockup/Pink (RGB) or Stormy Gray or White

Chill with Jill · Pink

Chill with Jill · Stormy Gray

Chill with Jill · White

04

TYPE PALETTE

TYPE PALETTE
Logo Typefaces

TENERAL
Cellars

ALWAYS *Being.* ALWAYS *Becoming.*

Beloved Script Bold
**+1PT STROKE
TRACKING: 0**
(Custom Editing)

**MONTSERRAT MEDIUM
ALL CAPS
TRACKING: 100**

Beloved Script Bold
**+1PT STROKE
TRACKING: 0**
(Custom Editing)

**MONTSERRAT SEMI-BOLD
ALL CAPS
TRACKING: 323**
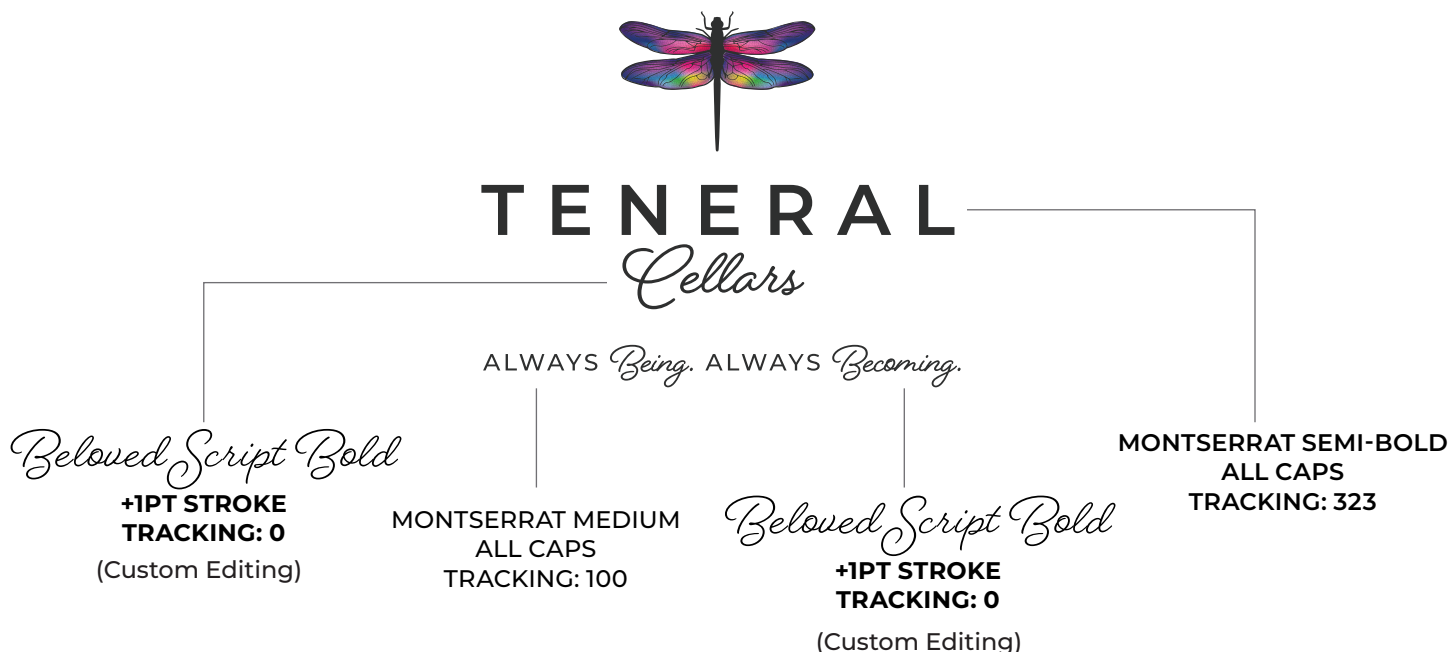
LOGO TYPEFACES

These typefaces are to be used for your logo only. The typefaces used to define your brand and all of its deliverables are defined on the next page as your primary and secondary fonts; these may or may not be in the same family as the typeface defined above in your logo mark.

MONTSERRAT SEMI-BOLD	*Beloved Script Bold*	**MONTSERRAT MEDIUM**
FONT FAMILY:	**FONT FAMILY:**	**FONT FAMILY:**
Montserrat	Beloved	Montserrat
STYLE:	**STYLE:**	**STYLE:**
ALL CAPS	Title Case	Small Caps
WEIGHT:	**WEIGHT:**	**WEIGHT:**
Semi-Bold	Bold +1pt stroke	Medium
TRACKING:	**TRACKING:**	**TRACKING:**
323	0	100
ALIGNMENT:	**ALIGNMENT:**	**ALIGNMENT:**
Center	Center	Custom

TYPOGRAPHY FOR PRINT PURPOSES

Have you ever struggled to read the font on a brochure or website? With the seemingly infinite number of fonts out there, we chose the one that is both readable, visually appealing, and cohesive with your brand. It can be used for anything that prints out of your office printer, or a professional printer.

The typefaces chosen for print is Montserrat, a geometric sans-serif typeface. It is available for use in print and web design. It is strong, modern, bold, and approachable. Montserrat Thin and Light are **NEVER** to be used for print because of it's illegibility and poor readability. This rule applies heavily to special treatments and printing.

TITLE

HEADING 1

Heading 2

Sub header

CAPTION TITLES: Caption *(or italicized)*

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut

TITLE Black/CAPS/Tracking:0/No larger than 40pt

HEADING 1 Bold/CAPS/Tracking:250/No larger 20pt

HEADING 2 Semi-Bold/Sentence Case/Tracking:0/1pt smaller than H1

SUB HEADER Italics/Tracking:0/No larger than -4pts H2

CAPTION TITLE Semi-Bold/SMALL CAPS/Tracking:0 / No larger than -1pt smaller than Sub header

CAPTION Regular or italics/Tracking:0 / Same size as caption title

BODY COPY Regular/Tracking:0/Leading:15+/No smaller than -2pt Caption

PRIMARY TYPEFACE

MONTSERRAT REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

MONTSERRAT MEDIUM
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

MONTSERRAT SEMI-BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

MONTSERRAT BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

MONTSERRAT BLACK
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

SECONDARY TYPEFACE

(Only if Montserrat is unavailable)

HELVETICA LIGHT
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

HELVETICA REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

HELVETICA BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

HELVETICA BLACK
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

TYPOGRAPHY FOR WEB AND DIGITAL PURPOSES

On computer monitors, some fonts become difficult to see if not invisible. Some fonts on computer screens are quite a bit harder to read than they are in print due to the lower resolution of computer screens as compared to printed works.

The primary typeface chosen for web is also Montserrat because of its versatility. This font family works well in print and web applications. Montserrat Thin and Light are **NEVER** to be used for print because of it's illegibility and poor readability. This rule applies heavily to the line weight at these thin sizes and how they become distorted for legibilty on screens.

TITLE

HEADING 1

Heading 2

Sub header

CAPTION TITLES: Caption *(or italicized)*

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut

TITLE Black/CAPSTracking:0/No larger than 40pt

HEADING 1 Bold/CAPS/Tracking:250/No larger 20pt

HEADING 2 Semi-Bold/Sentence Case/Tracking:0/1pt smaller than H1

SUB HEADER Italics/Tracking:0/No larger than -4pts H2

CAPTION TITLE Semi-Bold/SMALL CAPS/Tracking:0 / No larger than -1pt smaller than Sub header

CAPTION Regular or italics/Tracking:0 / Same size as caption title

BODY COPY Regular/Tracking:0/Leading:15+/No smaller than -2pt Caption

PRIMARY TYPEFACE

MONTSERRAT REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

MONTSERRAT MEDIUM
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

MONTSERRAT SEMI-BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

MONTSERRAT BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

MONTSERRAT BLACK
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

SECONDARY TYPEFACE

(Only if Montserrat is unavailable)

HELVETICA LIGHT
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

HELVETICA REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

HELVETICA BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

HELVETICA BLACK
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXY
1234567890 !@#$%&*()

TYPE PALETTE
Display/Decorative Type Palette

TYPOGRAPHY FOR DISPLAY PURPOSES

Decorative, or display type, are typically used for titles and headlines or for small amounts of text in large sizes such as in greeting cards or posters. Some decorative type is hand-drawn or might be created from digital type that has been manipulated in a font editor or graphics program to suit a specific purpose such as a typographic graphic or a logo.

Typography is used to entice a reader into text copy, to create a mood or feeling, or to announce important information. Beloved Script is only to be used in graphics for decorative or display quotes, typographic graphics, accents in typographic lockups, or sub branding. Beloved Sans serif is **NEVER** to be used, because of it's similarities with Montserrat. It provides no contrast or support to the primary typeface. Beloved Script Regular is **NEVER** to be used because of it's illegibility and readability issues.

PRIMARY DISPLAY TYPEFACES

Beloved Script Bold
abcdefghijklmnopqrstuvwxyz
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

SECONDARY DISPLAY TYPEFACES

Lora Serif Italics Bold
abcdefghijklmnopqrstuvwxyz
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Lora Serif Italics Medium
abcdefghijklmnopqrstuvwxyz
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Lora Serif Italics Regular
abcdefghijklmnopqrstuvwxyz
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

05

COLOR PALETTE

COLOR PALETTE
Logo Color Palette

LBGTQ EGGPLANT
CMYK 93 100 36 44
HEX 261446
RGB 38 20 70
PMS 2695 C

BIG BLUE
CMYK 70 64 63 61
HEX 303030
RGB 51 51 122
PMS 2735 C

RED, RED WINE
CMYK 40 100 42 21
HEX 891B54
RGB 137 27 84
PMS 235 C

SHE-EO CORAL
CMYK 3 96 57 0
HEX E72A56
RGB 232 40 85
PMS 1925 C

PASSIONATE PURPLE
CMYK 85 98 16 12
HEX 4B2A75
RGB 75 42 117
PMS Medium Purple C

BRAVE BLUE
CMYK 97 87 16 10
HEX 283E80
RGB 40 62 128
PMS 287 C

POP P!NK
CMYK 5 97 0 0
HEX 801F8F
RGB 224 31 143
PMS Rhodamine Red C

YES-WE-CAN YELLOW
CMYK 12 7 97 0
HEX EAD800
RGB 232 217 36
PMS 604 C

LOVELY LILAC
CMYK 47 83 3 4
HEX 904A93
RGB 144 74 147
PMS 258 C

LITTLE BLUE
CMYK 74 30 5 3
HEX 378EC1
RGB 55 142 193
PMS 7689 C

POWER SUIT PINK
CMYK 3 67 0 0
HEX E777AE
RGB 232 119 175
PMS 231 C

LIBERAL LIME
CMYK 74 0 100 0
HEX 41B649
RGB 65 182 73
PMS 361 C
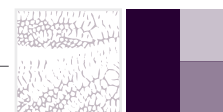
WING PATTERN COLOR
Opacity 10%
CMYK 73 94 44 62
HEX 310E31
RGB 49 14 49
PMS 5115 CP

DARK STORMY GRAY
CMYK 70 64 63 61
HEX 303030
RGB 48 48 47
PMS 426 C
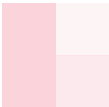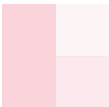
COLOR PALETTE
Print Colors

COLOR SPACES FOR PRINT
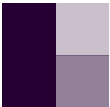
CMYK (Cyan, Magenta, Yellow, and Key Black) are the four basic colors used by printers to print color images. CMYK colors are "subtractive." This means the colors get darker as you blend them together. Pantone Matching System (PMS) is a color standardization system that helps in color identification and matching. It uses the Pantone numbering system to identify colors, and through this numbering system, printers and other equipment manufacturers can match colors without having to contact one another.

Your brand colors are defined below in the color spaces CMYK and PMS to be used for all web and digital purposes. The universal use of black, gray scale, and white is available in your brand's color palette. *Colors with tri-tones below signify 25%, 50%, and 100% approved opacities of that color and color codes. If a color does not show opacity tri-tones, opacity of those colors are not approved for your brand colors.*

PRIMARY COLOR PALETTE

CMYK	CMYK	CMYK	CMYK	CMYK	CMYK
C: 70 M: 64 Y: 63 K: 61	C: 0 M: 20 Y: 5 K: 0	C: 0 M: 0 Y: 0 K: 0	C: 40 M: 100 Y: 42 K: 21	C: 5 M: 97 Y: 0 K: 0	C: 3 M: 67 Y: 0 K: 0

PMS	PMS	PMS	PMS	PMS	PMS
426 C	7422 U 60%	N/A	235 C	Rhodamine Red C	231 C

SECONDARY COLOR PALETTE

CMYK	CMYK	CMYK
C: 73 M: 94 Y: 44 K: 62	C: 85 M: 98 Y: 16 K: 12	C: 47 M: 83 Y: 3 K: 4

PMS	PMS	PMS
5115 CP	Medium Purple C	258 C

TERTIARY COLOR PALETTE

CMYK	CMYK	CMYK
C: 70 M: 64 Y: 63 K: 61	C: 74 M: 30 Y: 5 K: 3	C: 9 M: 12 Y: 20 K: 8

PMS	PMS	PMS
2735 C	7689 C	7528 CP
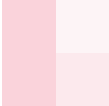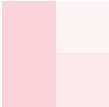
COLOR PALETTE
Web Colors

COLOR SPACES FOR WEB/DIGITAL

RGB (Red, Green, Blue) is used for creating images on your computer screen. A HEX color is expressed as a six-digit combination of numbers and letters defined by its mix of red, green, and blue (RGB).

Your brand colors are defined below in the color spaces RGB and HEX to be used for all web and digital purposes. The universal use of black, gray scale, and white is available in your brand's color palette. *Colors with tri-tones below signify 25%, 50%, and 100% approved opacities of that color and color codes. If a color does not show opacity tri-tones, opacity of those colors are not approved for your brand colors.*

PRIMARY COLOR PALETTE

RGB	RGB	RGB	RGB	RGB	RGB
R: 48	R: 251	R: 255	R: 137	R: 224	R: 232
G: 48	G: 212	G: 255	G: 27	G: 31	G: 119
B: 47	B: 218	B: 255	B: 84	B: 143	B: 175

HEX	HEX	HEX	HEX	HEX	HEX
# 303030	#FBD4DA	#FFFFFF	#891B54	#801F8F	#E777AE

SECONDARY COLOR PALETTE

RGB	RGB	RGB
R: 49	R: 75	R: 144
G: 14	G: 42	G: 74
B: 49	B: 117	B: 147

HEX	HEX	HEX
#310E31	#4B2A75	#904A93

TERTIARY COLOR PALETTE

RGB	RGB	RGB
R: 51	R: 55	R: 212
G: 51	G: 142	G: 202
B: 122	B: 193	B: 186

HEX	HEX	HEX
# 33337A	#378EC1	#D4CABA
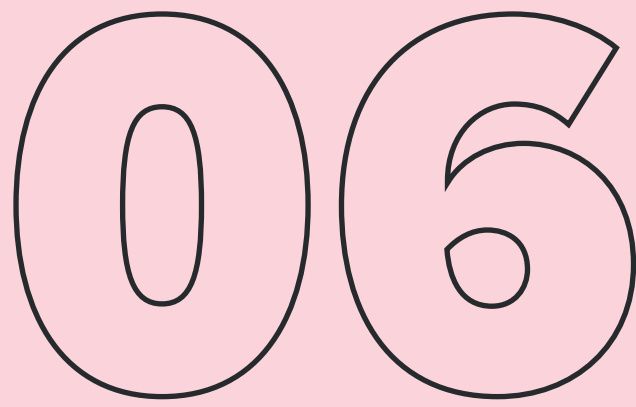
LOGO USAGE

NEGATIVE SPACE

There should be white space (clearance) or negative space around the logo to ensure integrity. The minimum amount of clearance is defined by the height size of the "T" in "Teneral" for any logo or wordmark. The white space around the logo should calculate out to the amount of the "x" in the outside of the dashed lines. When placing these logos in documents and designs, no object should ever go inside the light red area on the outside of the logo.

x=   T   Example: 1.25x   ⊥̅
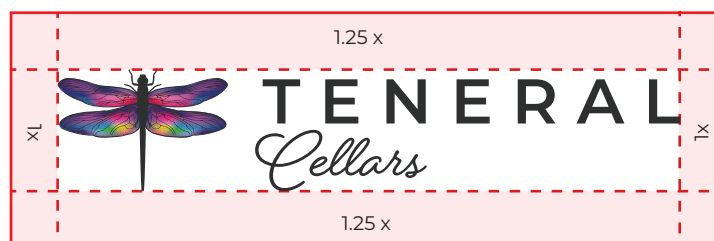
When the tagline is paired with the horizontal logo, it may not be closer than 5x to the horizontal logo mark.
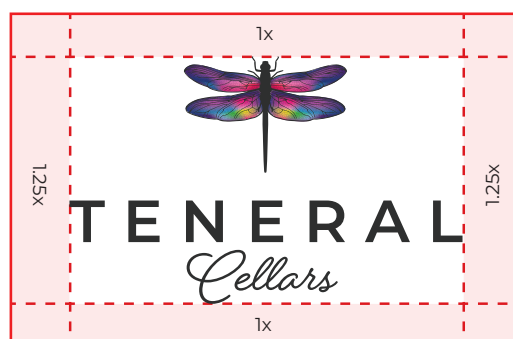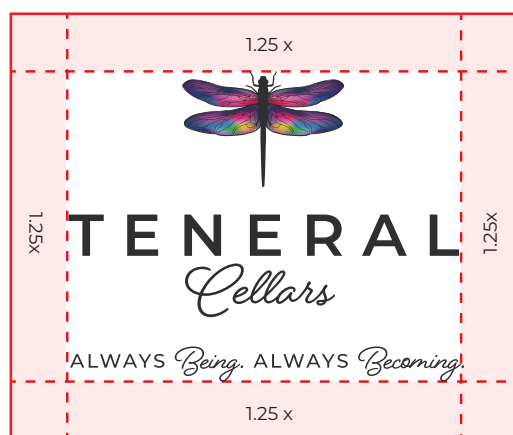
MINIMUM DISPLAY SIZES (PRINT AND WEB)

The logo should always be prominently displayed; the size will be relative to the material format and its dimensions. When using the logos they should be no smaller than the sizes shown below for print and web purposes. The "Lettermark and Symbol" and "Wordmark and Symbol" versions are to be no smaller than 1 inch wide for vertical and 1.5 inches wide for horizontal logos to preserve the integrity and legibility of the mark.

HORIZONTAL
Minimum Print Size = 1.5 in W
Minimum Web Size = 108 px W

VERTICAL
Minimum Print Size = 1.5 in W
Minimum Web Size = 108 px W

SYMBOL
Minimum Print Size = 1 in W
Minimum Web Size = 75 px W

2.5 in
180 px

Horizontal Combination Mark

1.5 in
108 px

Vertical Combination Mark With Tagline

1.5 in
108 px

Horizontal Wordmark

1.5 in
108 px

Vertical Combination Mark

1 in
75 px

Symbol

1.5 in
108 px

Vertical Wordmark With Tagline

1. **DO NOT USE UNAPPROVED COLORS AND TONES.**

   Do not use any colors that are not the logo brand colors. You may never change the colors of the word mark, lettermark, or symbol at all. Do not use old versions of the logo. Do not change the colors to the secondary color palette.

2. **DO NOT CHANGE THE TONAL VALUES OF THE LOGO COLORS.**

   Do not change the opacity or tonal values of the colors that are in your brand mark. You may never change the colors or elements other than the approved provided marks. This does not include using the color palette at 10% - 100% opacity (which is approved).

3. **THE LOGO MUST NOT APPEAR ON AN UNAPPROVED BACKGROUND COLOR, PHOTO, OR TEXTURE.**

   The full color logo must be displayed atop of a minimum of 80% white background or image to preserve the integrity of the mark. No old brand patterns should be used in the brand. The full color logo may never be displayed on a dark image, texture, pattern, photo, or background.

4. **DO NOT SKEW OR STRETCH LOGO.**

   The logo may never be stretched to "fit" on certain documents. This is why the horizontal and vertical compositions are provided. This avoids any need for stretching the logo mark ever.

VISUAL GUIDELINES

GRAPHIC ELEMENTS OR QUOTES

Graphic elements show relationships, hierarchy, and emphasis visually. They include backgrounds, banners, aggregators, separators, shadows, line, and handles. While graphic elements are a strong visual means of indicating relationships, overusing them adds visual clutter and reduces the space available on a surface. *They should be used sparingly.*

To decide whether a graphic element is necessary, consider these questions:

1   Is the design's presentation and communication just as clear and effective without the element? *If so, remove it.*

2   Can you effectively communicate the relationships using layout alone? *If so, use layout instead.* You can place related graphic elements next to each other and put extra spacing between logos and graphic elements to enhance your brand. You can also use indenting to show hierarchical relationships instead of using graphic elements to "decorate" your layout.

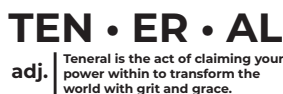|			
Quote Lockup	*Box Quote Lockup*	*Box Quote Lockup*	*Quote Lockup*
Quote Lockup	*Box Quote Lockup*	*Quote Lockup*	*The Swarm x Teneral*
Teneral Definition Lockup	*Large Quotes*	*Lines or "X" to Seperate Corporate Lockups*	*Dragonfly Watermark*
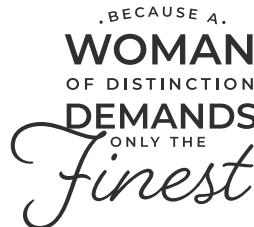
Photography is used across our complete range of communications and helps give messages more meaning and appeal. It can also help to bring consistency to our brand material and give a polished feel to our fun and playful side. By having succinct and strict photography guidelines, we manage to develop a coherent and reputable brand image.

Photography is a powerful creative tool we use to help connect the Teneral Cellars brand to the public on a way that feels like us. At Teneral Cellars, we aim to evoke strong emotions in all of our work. Therefore, our photographic style should follow suit.

CONTENT

Everything in an image—quality, subject matter, color theme and saturation—should speak in a uniform voice that resonates with your target audience. Think about how you want your audience to perceive you and how you can tell a story through photography to achieve this.
Here are some examples:

1   Aim for abstract, unique, bright and high saturation/contrast images with our color palette and brand's vibe in mind.

2   Capture moments of real emotion; capture real-life. Ensure images are natural, inspiring, and spontaneous, not contrived and not staged. Avoid posing subjects. Let them move around, perform their job and get comfortable.

3   Strive for a feeling of vitality. Make shots strong, active, positive, and feminine. Make sure the subject is happy, intrigued, having fun, joyful - or anything of the like when involved with the Teneral Cellars Brand or products.

COMPOSTION

The composition of our images are often feminine, and a signal for potential clients that we're doing something important to change the world. Therefore, our photography needs to be powerful, somewhat symmetrical, and bright but not busy. *Here are some examples:*

1   Avoid clutter. Ensure there is one clear focal point and don't complicate the image with unnecessary detail. The designer will slightly fade out the background if necessary.

2   Ensure logo can always fit into the bottom right/left corner, or top right/left hand corner. This means these areas need to have at least 80% darkness or 80% lightness to them to correctly display our logo atop.

3   Soft black and white photography is elegant, and feminine. When creating black and white photography for Teneral Cellars, always make duotones from the "Dark Stormy Gray" and White. Do not just lower saturation. Never use the "black and white" setting in Photoshop. Only create high contrast black and whites with low saturation.

TEAM PHOTOS
SOCIAL MEDIA
WEBSITE

lifestyle shots
bold & strong women
shows emotion
playful & fun tone
teneral color palette
bright lighting
real-life situations
not looking at camera
NO posing
tells a story
inspirational tone

TENERAL *Cellars*

VINEYARD
STAFF PHOTOS
WEBSITE

lifestyle shots
sassy women
action shots
story telling
stock & real
wide background
teneral color palette

capture shot 1 second
after anticipated moment

PRODUCT SHOTS
SOCIAL MEDIA
WEBSITE

lifestyle shots
tells a story
your color palette
feminine
bold personality
interesting angles
playing with shadows
create the teneral mood
product in use
product in environment
bright lighting
Pinkish hue B&W photos
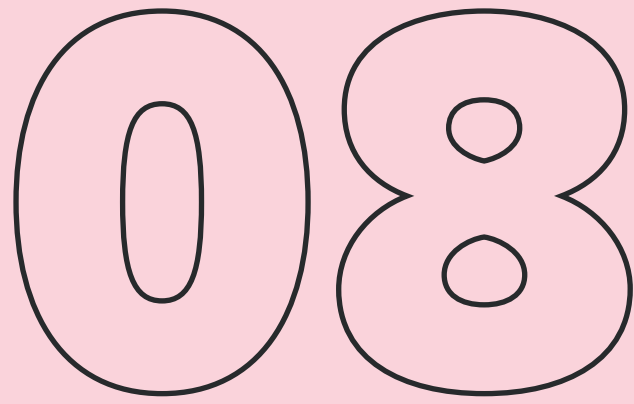
SOCIAL MEDIA USAGE

For use in social media applications such as Facebook and Twitter where a profile image or avatar is required. This will conform to the typical square container.

Square Social Media Avatar

Circular Social Media Avatar

08

BUSINESS SYSTEM

BUSINESS CARDS

PRINT: Finals/Business Cards/ Front and Back

Front

JILL OSUR
President and CEO

(925) 858-8207
Jill@TeneralCellars.com

7449 Fairplay Road
Somerset, CA 95684

TeneralCellars.com

Back
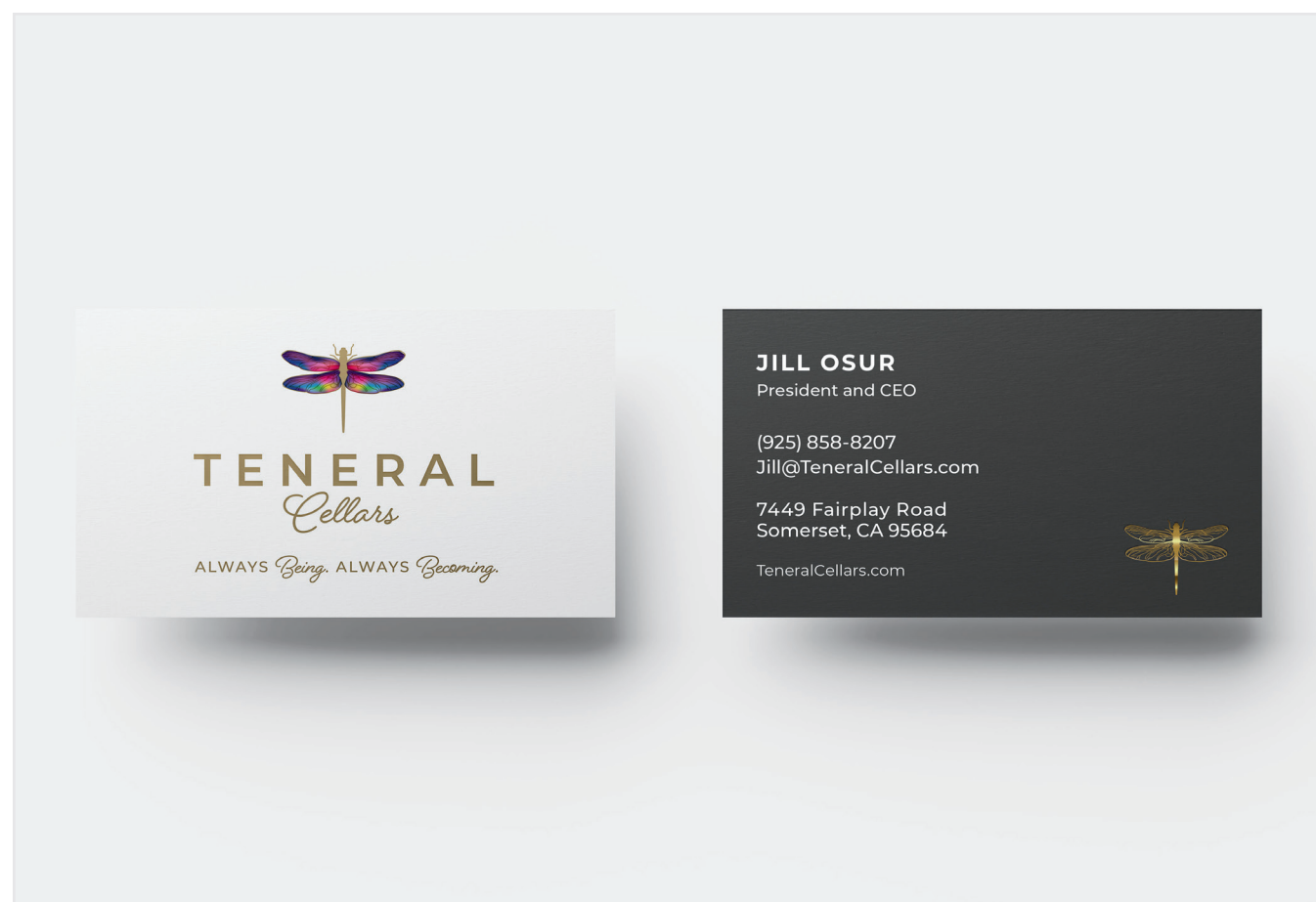
Mockup

LETTERHEAD

Mockup

EMAIL AND COMMUNICATIONS

For body text in an email use a font no smaller than 12 pts.

For email signatures, it is best to use the font "Montserrat" or "Helvetica/ Arial." Use a sans serif when these fonts are not available.

Avoid using any graphics or photos in email signatures as this increases email size and may be rejected by some email clients depending on a user's personal setup.

FIRST NAME LAST NAME
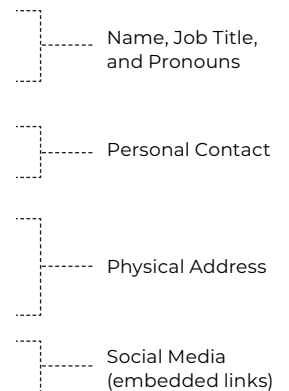*Job Title*
Pronouns: She/Her/Hers

(925) 858-8207
TeneralCellars.com

7449 Fairplay Road
Somerset, CA 95684

Follow Teneral Cellars on:
Facebook / Twitter / Instagram

Name, Job Title, and Pronouns
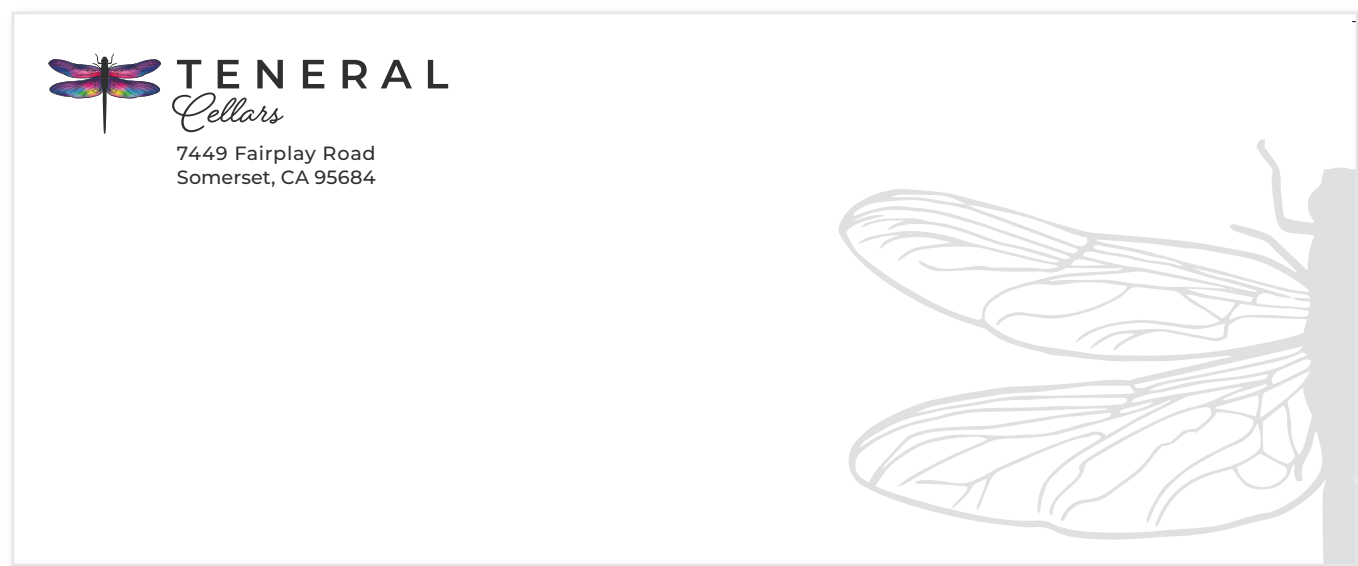
Personal Contact

Physical Address

Social Media (embedded links)

EVELOPE

PRINT: Finals/Envelope/ Front and Back

Design

Mockup

PREPARED BY

Uptown Studios

DESIGNS FOR SOCIAL CHANGE

2020