

Coastal Ridge Brand Standards

Visual identity voice and application guide

This guide defines the approved visual and verbal system for Coastal Ridge Winery. It protects the brand's established artwork while giving marketing, sales, design, digital and production partners clear rules for consistent execution.

The governing principle is simple: preserve the approved artwork, use restrained coastal color, keep consumer communication approachable, and present every wine and package accurately.

Established 1990 | Family Owned | California Wine

Brand Foundation

Coastal Ridge is an approachable California wine brand built for everyday occasions, restaurant tables, casual gatherings and life on the go. The brand should feel relaxed and contemporary without becoming novelty driven, inexpensive looking or technically complicated.

Brand Promise

Dependable California wines with expressive fruit, balanced flavor and flexible formats, presented with the ease and optimism of the coast.

Brand pillar	Meaning
Coastal ease	Open, bright and welcoming. The brand should make wine feel easy to choose and enjoy.
California accessibility	Lead with California origin, familiar varietals and straightforward flavor language.
Flexible occasions	Support by-the-glass service, meals, hospitality, outdoor gatherings and portable 187 mL occasions.
Family ownership	Use Family Owned as a supporting trust statement, not as a replacement for the primary tagline.

Priority Audiences

- Restaurant buyers and beverage directors seeking approachable California by-the-glass wines.
- Distributors, brokers and sales representatives who need current, easy-to-use trade materials.
- Retail, hospitality, travel and event operators requiring dependable formats and clear varietal recognition.
- Adults 21 and older who value casual occasions, food, friendship and California coastal lifestyle.

Voice

Trait	Use	Avoid
Approachable	Plain language, short sentences and familiar flavor terms.	Overly technical or instructional.
Optimistic	Warm, social and forward moving.	Exaggerated, loud or forced.
Casual premium	Clean, confident and polished.	Pretentious luxury language or discount cues.
Occasion led	Food, friends, travel and relaxed moments.	Excess, intoxication or risky activity.

Logo System

The logo system has four approved roles. Use the supplied master artwork for every application. The wordmark, letterforms, bird, divider rules, seal, grape cluster and wave lines must never be redrawn or typeset.



Primary corporate signature for hero panels, campaigns, presentations and major trade materials



Heritage art panel for packaging and approved brand presentations



Circular seal for favicon, touch icon and compact identifiers

Usage Hierarchy

- Primary corporate signature: Coastal Ridge® with Established 1990 and Wherever the Day Takes You™.
- Heritage art panel: wordmark, establishment line, pale coastal illustration and circular seal.
- Website header lockup: circular seal at left with Coastal Ridge and ESTd. 1990 | Family Owned.
- Circular seal: favicon, app tile, social avatar, QR center or other compact brand identifier.

IDENTITY

Logo Spacing and Control

Consistency matters more than decorative variation. Every logo must remain fully legible, proportional and separated from surrounding copy, photography and interface controls.

Clear Space

For the corporate signature and heritage panel, maintain clear space on all sides equal to the cap height of the Established 1990 line. For the circular seal, maintain clear space equal to 15 percent of the seal diameter. No typography, border, crop or image detail may enter this area.

Asset	Minimum print	Minimum digital	Note
Corporate signature	2.25 in print	260 px digital	Use larger whenever the tagline must remain readable.
Website header lockup	3.0 in print	240 px digital	Use the supplied 5 x 3 in master or web-optimized derivative.
Circular seal	0.50 in print	32 px digital	At favicon sizes, recognize the seal as a whole; do not simplify its artwork.
Heritage art panel	3.0 in print	360 px digital	Keep the wordmark, landscape and seal together.

Approved Use

- Use the full-color artwork on white or near-white fields whenever possible.
- Use transparent PNG or vector artwork supplied from the approved master library.
- Keep the ® after Coastal Ridge and the ™ after Wherever the Day Takes You.
- Place the logo on a simple white panel when photography is visually active.

Prohibited Use

Standard	Required application
Do not redraw	Never recreate the wordmark, bird, grapes, waves or coastal illustration.
Do not distort	Never stretch, compress, rotate, skew or alter the relative scale of logo elements.
Do not recolor	Do not introduce gradients, outlines, shadows or unapproved color combinations.
Do not crop	Never cut into the circular seal, wordmark or clear-space boundary.
Do not substitute	The separate three-wave symbol is not an approved replacement for the circular seal.
Do not place on clutter	Use a white holding field rather than placing fine logo artwork directly over a busy image.

Color System

The palette combines coastal navy, warm taupe, generous white space and a controlled varietal accent system. The values below are the digital master values for current brand artwork. Commercial printing must be proofed; do not assign a Pantone match without an approved physical drawdown.

	Color	HEX	RGB	CMYK approx	Primary use
	Coastal Navy	#0B2F46	11 47 70	84 33 0 73	Primary text, footer bands and strong digital contrast
	Coastal Taupe	#B39B7A	179 155 122	0 13 32 30	Seal, establishment line and warm neutral accents
	Charcoal	#1C1C1C	28 28 28	0 0 0 89	Wordmark support, long-form text and monochrome use
	White	#FFFFFF	255 255 255	0 0 0 0	Primary field and required breathing room
	Coastal Mist	#E6E7E5	230 231 229	0 0 1 9	Landscape line art, rules and quiet backgrounds
	Soft Sand	#F5F3EE	245 243 238	0 1 3 4	Secondary background and table alternation

Varietal Accent Colors

	Varietal	HEX	RGB	CMYK approx
	Chardonnay	#EEBF55	238 191 85	0 20 64 7
	Cabernet Sauvignon	#A76267	167 98 103	0 41 38 35
	Pinot Noir	#977082	151 112 130	0 26 14 41
	Moscato	#70C4C4	112 196 196	43 0 0 23
	White Zinfandel	#D5A493	213 164 147	0 23 31 16

Color Balance

- Use white or soft sand as the dominant field, approximately 60 to 70 percent of a layout.
- Use Coastal Navy and Charcoal for hierarchy and legibility, approximately 15 to 20 percent.
- Use Coastal Taupe and varietal accents selectively, normally no more than 10 to 15 percent each.
- Use Coastal Navy for body text on white. Gold, teal and coral are accents and should not carry small essential text.

IDENTITY

Typography

The Coastal Ridge wordmark and label lettering are locked artwork, not editable fonts. Never approximate the logo or the script California line with live type. The supporting type system below is for websites, presentations, advertising, tech sheets, trade materials and internal communications.

Role	Typeface	Weight	Use
Display serif	Cormorant Garamond	Medium or Semibold	Editorial headlines, brand stories and large quotations
Sans serif	Montserrat	Regular, Medium or Semibold	Body copy, navigation, labels in charts and product information
System fallback	Georgia	Regular or Bold	Fallback for display serif when web fonts are unavailable
System fallback	Arial	Regular or Bold	Fallback for sans serif and office documents
Locked script	Approved artwork only	Not typeset	California script and any script within supplied label artwork

Recommended Hierarchy

Level	Typeface	Typical size	Direction
Campaign headline	Cormorant Garamond Semibold	30 to 44 pt print	Short and sentence case
Section heading	Cormorant Garamond Semibold	18 to 26 pt print	Direct and descriptive
Subheading	Montserrat Semibold	11 to 15 pt print	Title case or short uppercase
Body copy	Montserrat Regular	9.5 to 11 pt print	Short paragraphs with generous spacing
Technical data	Montserrat Medium	8.5 to 10 pt print	Aligned values, no decorative script
Digital body	Montserrat Regular	16 px minimum	Use accessible line spacing and contrast

Typesetting Principles

- Use generous white space and moderate line lengths. Avoid dense walls of copy.
- Use uppercase with added tracking only for short labels, establishment lines and navigation.
- Use no more than two live type families in one application.
- Do not apply faux embossing, bevels, outlines or shadows to supporting typography.

EXPRESSION

Imagery and Photography

Coastal Ridge imagery should feel sunlit, sociable and naturally Californian. The coast is an emotional cue rather than a costume: use real moments, comfortable settings and believable wine service.



Reference direction: warm natural light, coastal setting, relaxed adults and accurate wine service

Use	Avoid
• Golden-hour coastlines, patios, picnics and restaurant tables.	• Distorted labels, invented packages, warped glassware or floating objects.
• Adults 21 and older with natural, inclusive social energy.	• Minors, visible intoxication or encouragement of excessive consumption.
• Approved bottles or 187 mL packages with labels fully legible.	• Driving, boating, swimming or unsafe activity while consuming alcohol.
• Clean styling in ocean blues, white, sand and warm sunset neutrals.	• Overly tropical, neon, nightclub or high-luxury visual language.
• Food pairings and moderate pours that support the occasion.	• Busy backgrounds that compete with the logo or package.

Product Photography

- Use approved, undistorted bottle and package photography only; never rebuild a label on a fake package.
- For isolated bottle shots, show the full capsule, shoulder, label, punt and base on a transparent or clean white background.
- Keep multiple bottles equal in visual height, exposure and baseline alignment.
- Retouch dust and edge artifacts without changing label color, typography, legal copy or package proportions.

EXPRESSION

Packaging and Varietal System

The package architecture remains constant across the portfolio. Varietal recognition comes from a controlled accent color, while the Coastal Ridge wordmark, Established 1990 line, circular seal, pale coastal illustration and California script maintain family resemblance.



Chardonnay **Cabernet Sauvignon** **Moscato** **Pinot Noir** **White Zinfandel**

Approved current varietal color architecture

Standard	Required application
Wordmark	Remain dominant and unchanged at the top of the label.
Established line	Use Established 1990 exactly as supplied in the artwork.
Circular seal	Retain the grape cluster, COASTAL RIDGE lettering and coastal wave lines.
Landscape	Keep the pale gray coastal illustration subtle and continuous.
Varietal	Use uppercase sans serif in the assigned SKU accent color.
California	Use the approved gold script artwork; do not substitute live script type.
Base band	Match the approved varietal accent unless a production file specifies otherwise.

Formats

Approved commercial formats include 187 mL single serve, 750 mL and select 1.5 L packages. Use exact, approved package photography for each size. Do not scale one format to imitate another.

Merlot, Riesling or future varietal colors must be added only from approved production artwork; do not infer a new SKU color from the current five-color system.

APPLICATION

Digital and Trade Applications

Digital assets should load quickly, remain legible at small sizes and preserve the clean white fields of the brand system. Always retain a high-resolution master and create smaller derivatives from it.



Approved secondary website header with circular seal, Coastal Ridge and ESTd. 1990 | Family Owned

Asset	Specification	Background	Use
Circular master	3000 x 3000 PNG	Transparent	Archive master for icons and future derivatives
Favicon PNG	512 x 512 PNG	Transparent	Modern browsers, CMS and social use
Favicon ICO	16 to 256 px ICO	Transparent	Multi-size browser fallback
Apple touch icon	180 x 180 PNG	Transparent	iPhone and iPad saved-site icon
Website header	1500 x 900 PNG	Transparent	5 x 3 in master at 300 DPI
Web header	1000 x 600 PNG	Transparent	Optimized website derivative
Corporate hero	3300 x 2550 PNG	Full image	11 x 8.5 in landscape at 300 DPI
Web hero	1650 x 1275 JPG	Full image	Responsive website and presentation use

Trade Materials

- Tech sheets use letter-size portrait pages, the approved corporate signature, a full bottle and consumer-simple copy.
- Do not include pallet information unless a buyer-specific logistics document expressly requires it.
- Social and digital designs maintain at least 10 percent safe space around logos and essential copy.
- Use descriptive filenames and alt text that identify Coastal Ridge, the varietal, format and asset type.

Governance and Approval

Three of a Kind Wine & Spirits Co. LLC controls the approved Coastal Ridge artwork and trade communications. Designers, agencies, distributors, printers and digital partners must work from current source files and obtain approval before releasing new artwork, packaging, advertising or public-facing claims.

Approved Core Language

Standard	Required application
Brand	Coastal Ridge®
Establishment	Established 1990
Primary tagline	Wherever the Day Takes You™
Ownership support	Family Owned
Origin support	California Wine
187 mL campaign	Grab. Go. Enjoy.

Required Footer

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Approval Checklist

- ☐ The correct approved logo file and hierarchy are used.
- ☐ The ® and ™ marks are present in the approved positions.
- ☐ Logo proportions, clear space and white holding fields are preserved.
- ☐ Colors match the approved digital values or signed production proof.
- ☐ Bottle, label and package images are accurate and undistorted.
- ☐ Varietal, appellation, vintage, alcohol and product claims are current and approved.
- ☐ All people shown are clearly adults 21 and older, and consumption is responsible.
- ☐ The TOAKWS footer and Enjoy Responsibly, 21+ language are present where required.
- ☐ The final file has been reviewed at print size and on mobile screens.

File Naming

Use CRW_Asset_Varietal_Format_Version.ext. Example: CRW_TechSheet_Chardonnay_750mL_2026-09.pdf. Do not overwrite approved masters with compressed web files.