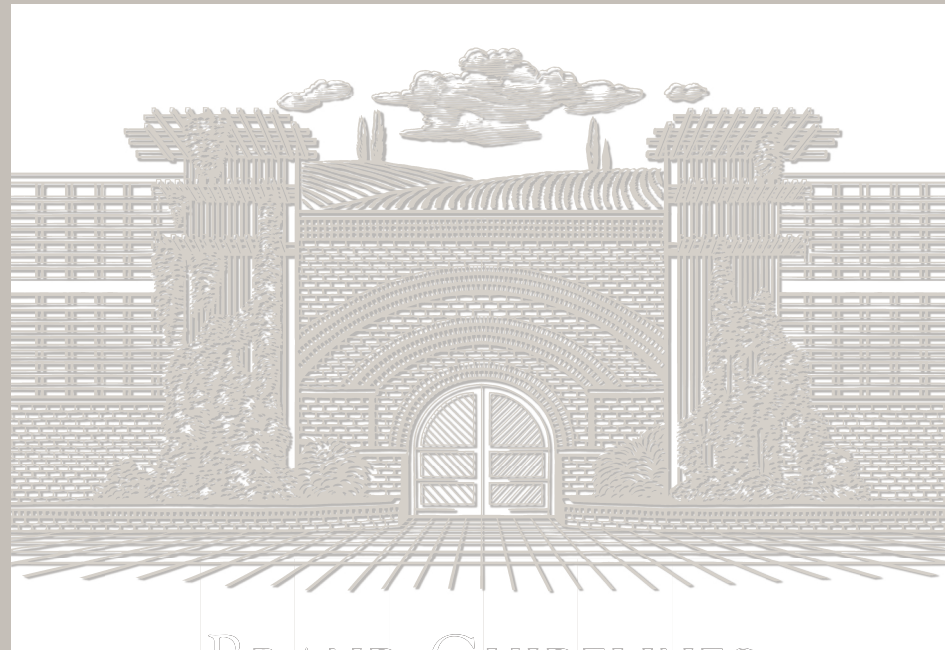


ESTD *RH* 1972

RUTHERFORD HILL



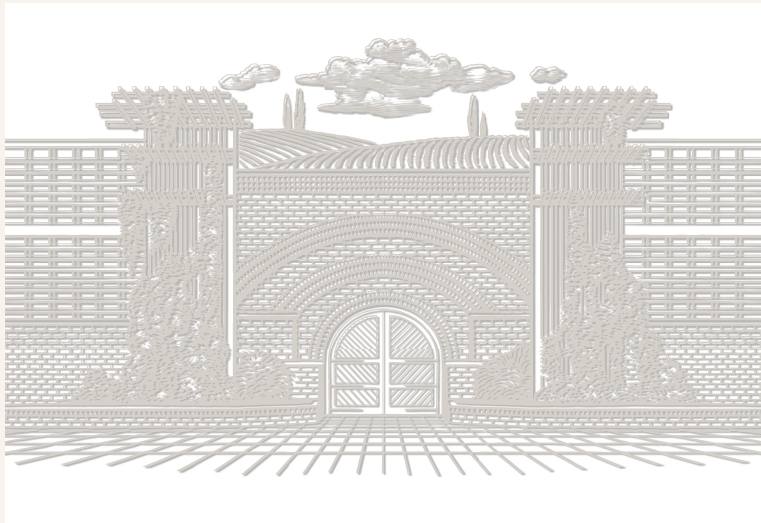
BRAND GUIDELINES

2022

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BRAND STORY



Before the glamour we know today, Napa Valley was a simple community. Growers, farmers and winemakers who recognized the world-class quality and untapped potential that lay dormant beneath their feet. Founded in 1972, Rutherford Hill was one of those original few. Who, in our pioneering of Merlot and our commitment to this place and one another, helped define the standard that Napa Valley has become renowned for across the world.

Perched high above the Silverado Trail and overlooking the Rutherford Bench, our winery has always stood as a celebration of the incredible beauty and abundance that Napa Valley offers. But to those in the know, who have been on this journey with us, it is what lies beneath the surface that we treasure. That is where our true value lies.

From our Estate vineyards that champion some of Napa Valley's most prized and characterful terroir. Our extraordinary cave system that tunnels deep into the hill itself and stores our wines as they age at perfect temperature. Or the unparalleled passion and pride of every single person that makes up the Rutherford Hill family. Our love for what we do and for this land ensures world class representations of place and vintage, crafted using only sustainable practices from vine to glass. Promising in every bottle, a purity we can all feel proud of and that we cannot wait to share.

Led by chief winemaker Michael Coode, we see every vintage as an opportunity to express the incredible depth of character our fruit offers, with balance, elegance and poise. Employing state of the art techniques, using carefully selected parcels of fruit and only the finest French oak barrel regimen, nothing is left to chance in the pursuit of perfection.

Rutherford Hill - unearth the greatness of the true Napa Valley.

TONE OF VOICE

We have an elevated and sophisticated approach towards our winemaking, but our tone & voice is straightforward and down-to-earth. We communicate in a way that is engaging to wine aficionados and easily understood by category newcomers. Our writing is clear and direct with a touch of wit.

WE ARE

Passionate
Uncompromising
Knowledgeable
Authentic
Engaging
Community-oriented
Proud

WE ARE NOT

Stodgy
Elitist
Exclusive
Standoffish
Insular

LOGO & WORDMARKS

The Rutherford Hill Logo and wordmarks are made up of the RH monogram
and the Rutherford Hill wordmark used in various states.

MASTER LOGO

The Rutherford Hill Master Logo is made up of the RH monogram and the Rutherford Hill wordmark. Where possible, the logo should always be reproduced as shown below. Do not alter this logo in any way, Artwork should be created using the master logo files provided.

Monogram is gold tone (KURZ 420 foil when printed)



RUTHERFORD
HILL

One-Color Gold Logo is only to be used on the Bench & Beyond, Heaven's Peak wines or dark color offpack merchandise. Master Logo is still preferred.

Wordmark in black

RUTHERFORD
HILL



RUTHERFORD
HILL

One-Color Black Logo
Master Logo is still preferred.

Minimum size



RUTHERFORD
HILL

60mm

HORIZONTAL WORDMARK LOGO

When the Master logo will not work due to space restricted reasons, a horizontal logo has been provided. It will be applied on applications such as shipper cartons. The horizontal logo is to only reverse out of a color on shipper cartons. Do not apply this anywhere else.

RUTHERFORD HILL

RUTHERFORD HILL

Minimum size

RUTHERFORD HILL

40mm

HORIZONTAL WORDMARK & MONOGRAM LOGO

When the Master logo will not work due to space restricted reasons, a horizontal logo and RH monogram has been provided. Where possible, the logo should always be reproduced as shown below. Do not alter this logo in any way, Artwork should be created using the master logo files provided.



Minimum size



One-Color Gold Logo is only to be used on the Bench & Beyond, Heaven's Peak wines or dark color offpack merchandise. Master Logo is still preferred.



One-Color Black Logo is only to be used lighter color offpack merchandise. Master Logo is still preferred.

MONOGRAM ICON

The Monogram Icon is a stand alone graphic asset to be used across media and marketing communications. However, where space allows, the Master logo is preferred.



Minimum size



EXCLUSION ZONE

The exclusion zone prevents items from encroaching onto the master logo, a measure of X is used to create the exclusion zone. The measure of X is equal to the width of the “O” in the Rutherford Hill wordmark.



INCORRECT USAGE

Below are example of incorrect usage of the Master Logo.



Do not independently scale the monogram and wordmark



Do not stretch or condense



Do not change colors



Do not add elements



Do not move elements



Do not change cap size



Do not remove elements



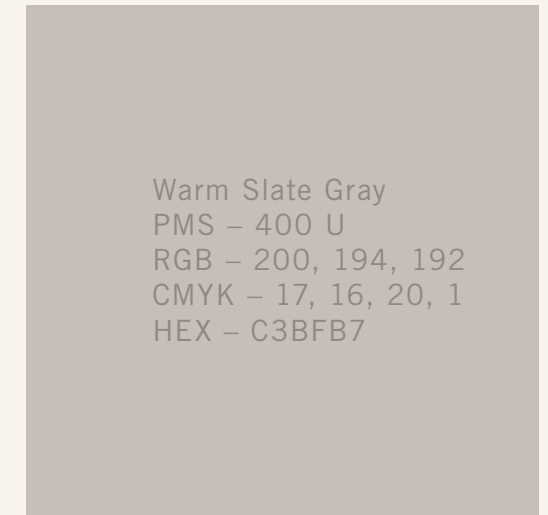
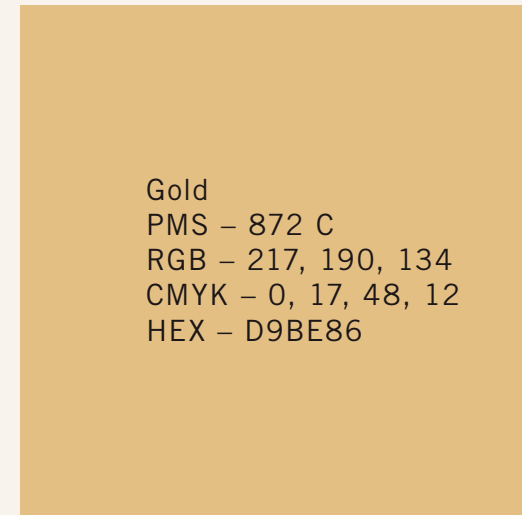
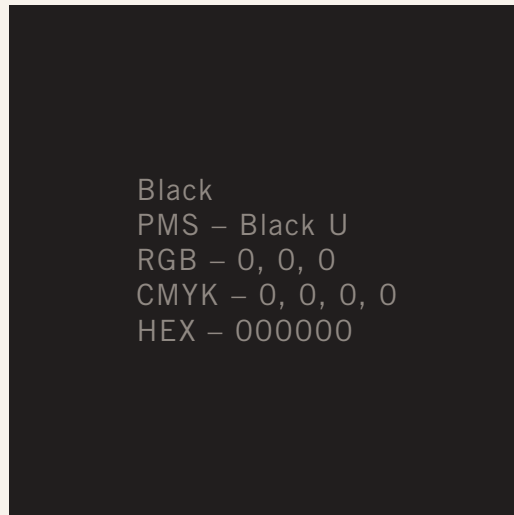
Do not place master logo over busy photography

COLOR PALETTES

There are five Rutherford Hill color palettes. One each for Master Brand, Napa Valley Collection, Cave Collection, Bench & Beyond, and Heaven's Peak.

MASTER BRAND COLOR PALETTE

The Rutherford Hill Master Brand color palette is made of three colors. When feasible the Gold should be Kurz 420 Foil. In instances where foil is not an option the below Gold color is the alternative. The Master Brand color palette should be used in all POS executions.



ALTERNATIVE COLOR PALETTES

The Rutherford Hill has additional color palettes used for specific collections.

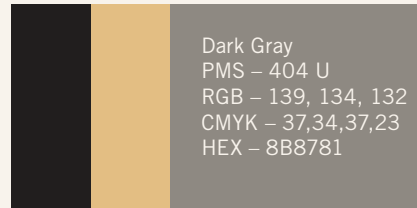
NAPA VALLEY COLLECTION COLOR PALETTE

The Napa Valley Collection contains the 3 Master Brand colors of Black, Gold, and Warm Slate Gray. Additionally this color palette includes Red.



CAVE COLLECTION COLOR PALETTE

The Cave Collection contains the Master Brand colors of Black and Gold. However, the Warm Slate Gray is replaced with a Dark Gray.



BENCH & BEYOND COLOR PALETTE

The Bench & Beyond contains the Master Brand colors of Black and Gold only.



HEAVEN'S PEAK COLOR PALETTE

The Heaven's Peak Collection contains the Master Brand Gold. Additionally this color palette includes Tan.



ALTERNATIVE COLOR PAlettes ON PACK

NAPA VALLEY COLLECTION

CAVE COLLECTION

BENCH & BEYOND

HEAVEN'S PEAK

TYPOGRAPHY

Rutherford Hill primary typography consists of two typefaces. Titles and headings utilize Goudy Old Style while body copy uses Trade Gothic. Secondary typeface used for highlighting key information is OptiAlto Greeting Script. The tertiary typeface used for numbering is Bodoni 72 Oldstyle Book.

PRIMARY TYPOGRAPHY

Primary typefaces used are Goudy Oldstyle for titles and headings and Trade Gothic Medium for body copy. Goudy Oldstyle is elegant and stately with an ambiance of beauty and nobility. Trade Gothic is a modern and impactful workhorse capable of flexing for print and screen.

TITLES & HEADINGS

GOUDY OLDSTYLE STD ROMAN

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

PURCHASE FONT

BODY COPY

TRADE GOTHIC PRO ROMAN

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

PURCHASE FONT

SECONDARY & TERTIARY TYPOGRAPHY

Secondary typeface used for highlighting or accenting important information is OptiAlto Greeting Script. Tertiary typeface used for numbers is Bodoni 72 Oldstyle Book.

SECONDARY

OptiAlto Greeting Script

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx

Yy Zz

TERTIARY

Bodoni 72 Oldstyle Book

I 2 3 4 5 6 7 8 9 0

PURCHASE FONT

OFF PACK APPLICATIONS

Off pack applications visualize how the brand can flex in instances other than on the wine bottle.

OFF PACK APPLICATIONS

Examples of how to bring the Rutherford Hill brand to life beyond the pack.



OFF PACK APPLICATIONS CONT.

Other examples of how to bring the Rutherford Hill brand to life beyond the pack.



PHOTOGRAPHY

Photography is a key brand asset and one of the best ways to communicate our brand promise of “Unearthed Greatness.” We want to showcase the depth and breadth of all we do at Rutherford Hill through our photography.

As such, we divide our photo asset library into three distinct territories: Honest & Real, Proud of Our Land, and Experts of Our Craft. We use a mix of each of these territories in our communications.

PHOTOGRAPHY

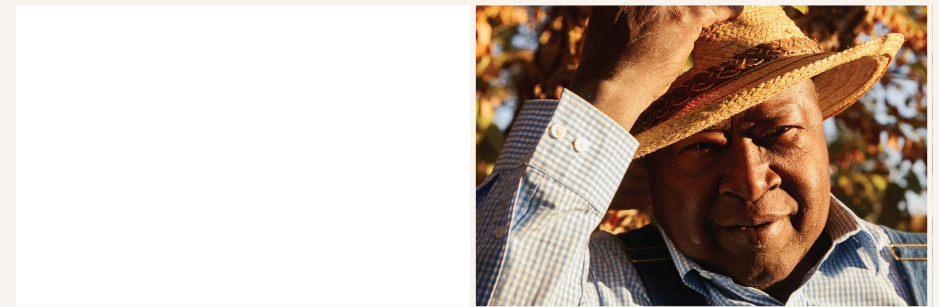
PROUD OF OUR LAND

Our location in Napa is beautiful, so let's share it. Landscape photography should depict our vineyard, winery, and the climate that makes Rutherford Hill so special.



HONEST & REAL

We feature real people in candid settings. Photos of people should not appear overly staged or overly styled. There's a natural, approachable tone in these images and are a mix of people enjoying our wine as well as the people who craft it.



EXPERTS OF OUR CRAFT

Greatness is in the details, and we want to show those details and small moments that happen at Rutherford Hill. We want to create windows into the wine making process and provide a peek into our passion and craft.



SUGGESTED PHOTOGRAPHERS

Below are a few suggestions for photographers that capture the Pride, Honesty, and Craftsmanship embodied by Rutherford Hill.

AUBRIE PICK

aubriepick.com

studio@aubriepick.com



ALEXANDER FORTSON

ftnwcreative.com

alex@ftnwcreative.com



ERIN SCOTT

erinscottstudio.com

erin@erinscottstudio.com



THANK YOU