



VISUAL IDENTITY GUIDE & BRANDING MESSAGES



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CAPICHE.US LOGO (WITH & WITHOUT TAGLINE)



CAPICHE.WINE LOGO (WITH & WITHOUT TAGLINE)



CAPICHE.US LOGO (WITH & WITHOUT TAGLINE) + OWL



CAPICHE.WINE LOGO (WITH & WITHOUT TAGLINE) + OWL



CAPICHE CARTOUCHE



COLOR PALETTE



PANTONE 5743 CP

C 54 M 24 Y 86 K 73

R 46 G 65 B 23

HEX #2E4117

PRIMARY FOR
CAPICHE.US



PANTONE 5185 CP

C 53 M 81 Y 26 K 75

R 52 G 14 B 48

HEX #340E30

PRIMARY FOR
CAPICHE.WINE



PANTONE 130 CP

C 0 M 32 Y 100 K 0

R 253 G 181 B 21

HEX #FDB515

PRIMARY FOR BOTH



PANTONE 1385 CP

C 2 M 56 Y 100 K 3

R 232 G 131 B 32

HEX #E88320

ACCENT



PANTONE 5773 CP

C 29 M 10 Y 52 K 32

R 135 G 148 B 107

HEX #87946B

ACCENT

TYPOGRAPHY

BELOVED

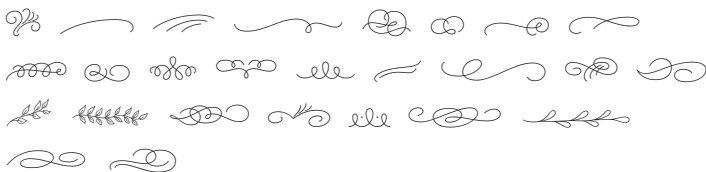
Beloved Script Bold

Beloved Script Regular

BELOVED SANS BOLD

BELOVED SANS REGULAR

BELOVED ORNAMENTS:



CLUB TYPE MERCURIUS

CT Mercurius Black

CT Mercurius Black Italic

CT Mercurius Medium

CT Mercurius Medium Italic

CT Mercurius Light

CT Mercurius Light Italic

TEXTURES

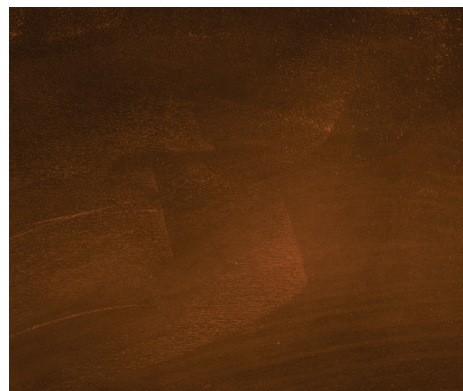
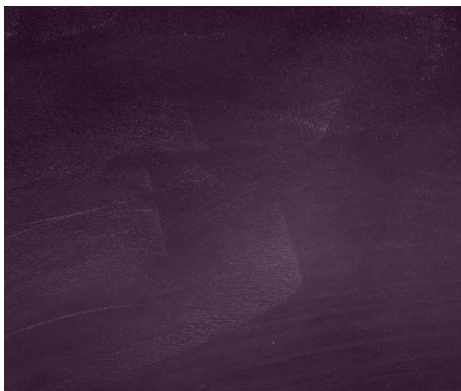
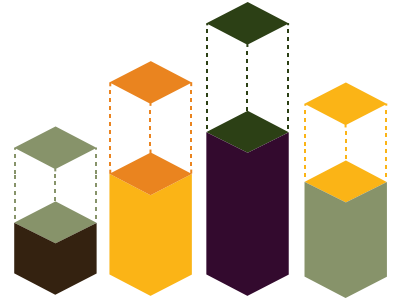
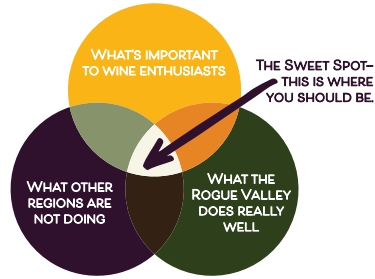
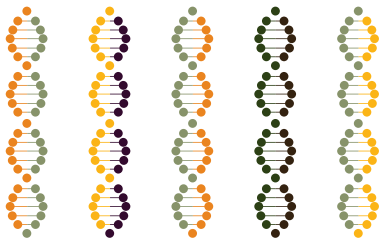
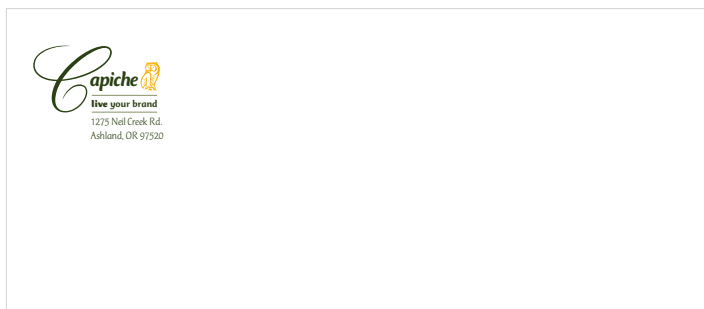


ILLUSTRATION STYLE (INFOGRAPHICS)



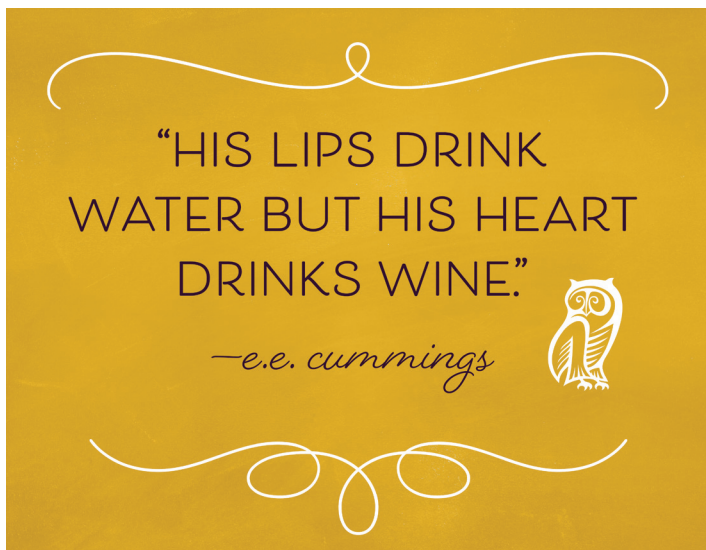
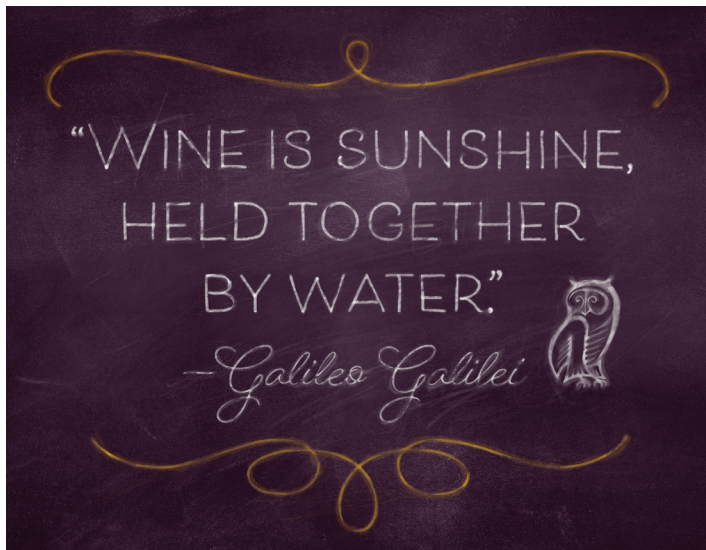
GRAPHIC IDENTITY PACKAGE

(BUSINESS CARDS, ENVELOPE, NAMETAG, & RETURN ADDRESS LABEL)



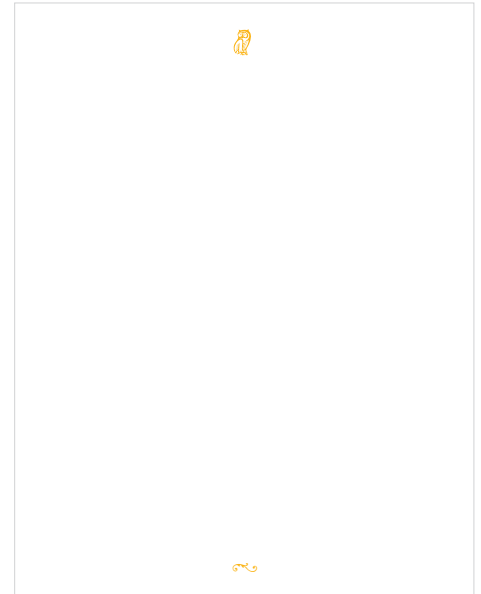
GRAPHIC IDENTITY PACKAGE

(BIG BUSINESS CARDS)



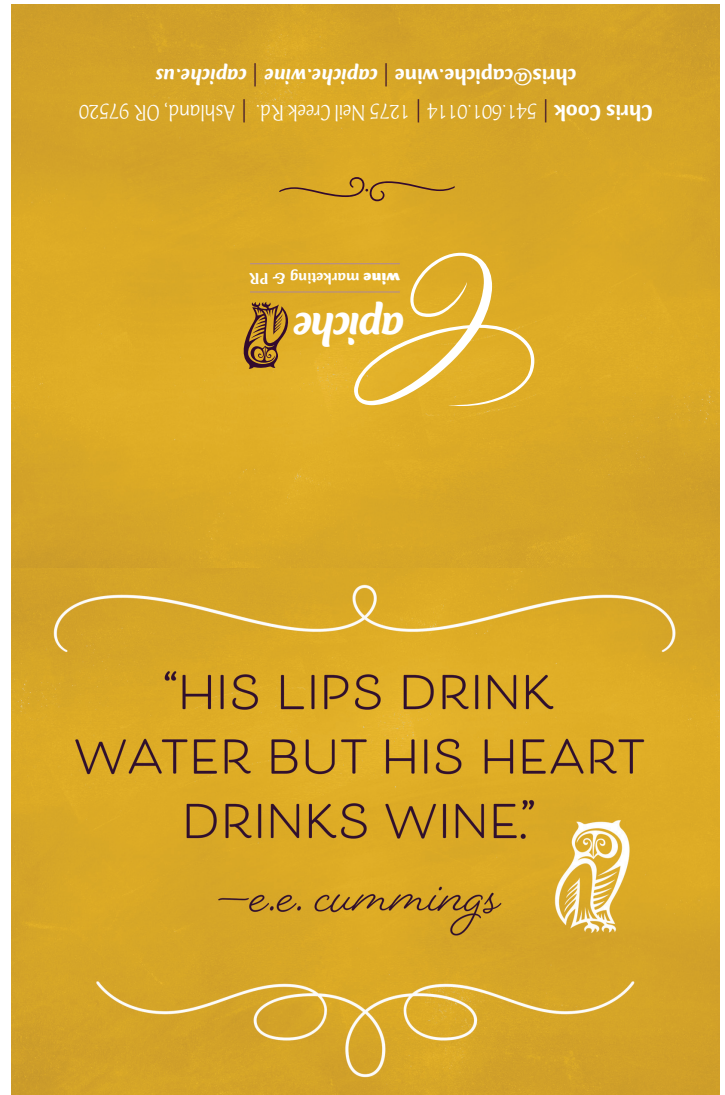
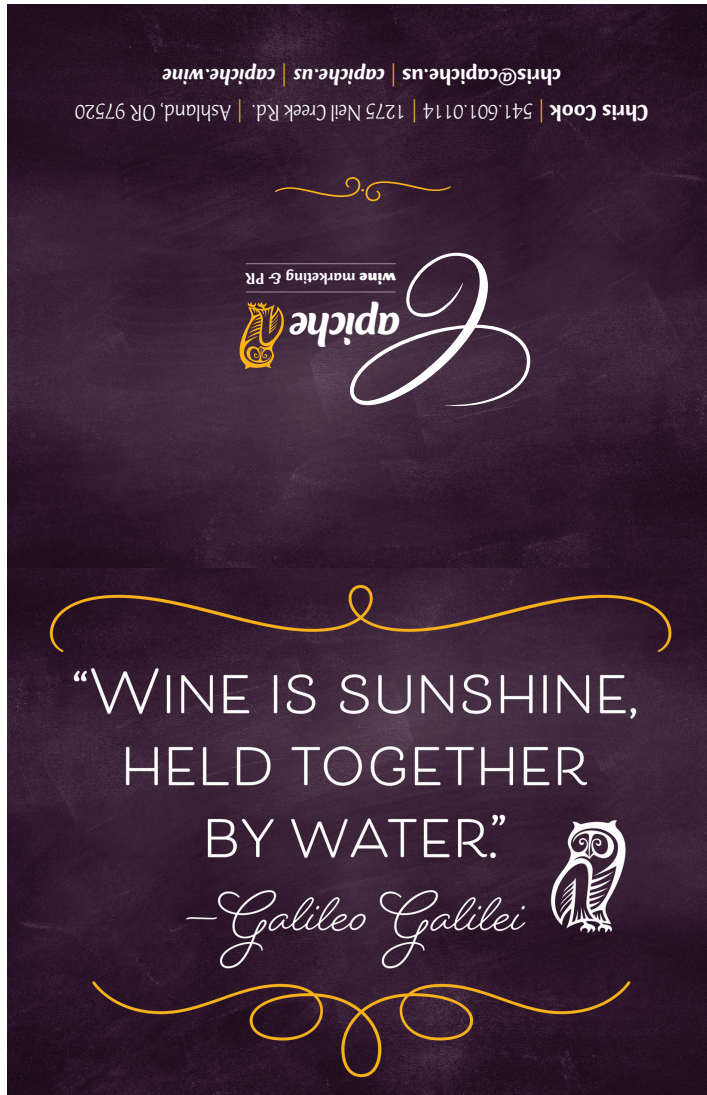
GRAPHIC IDENTITY PACKAGE

(E-LETTERHEADS & OVERFLOW PAGE, E-SIGNATURES)



SAMPLE PUBLICATIONS

(NOTECARDS)



SAMPLE PUBLICATIONS

(FLYER & REGISTRATION FORM)



Wine Marketing Workshop with Chris Cook & Robert Trottmann

Sponsored by Southern Oregon Wine Scene

ADDITIONAL SPONSORS: ROGUE VALLEY WINEGROWERS ASSOCIATION | SOUTHERN OREGON WINERY ASSOCIATION | TRAVEL SOUTHERN OREGON | OREGON TRUST FOR WINE EDUCATION & RESEARCH | KISTLER SMALL + WHITE ARCHITECTS | KENCAIRN LANDSCAPE ARCHITECTURE

Monday, March 13, 2017 | 9 am–1 pm | Ashland Hills Hotel



DESCRIPTION
Create loyal customers using a combination of branding, marketing and sales. You will learn how to capture and convey your unique brand and how to get recognized through targeted marketing. This workshop will provide detailed information on creating a strategic marketing plan that encompasses advertising, PR, Internet and tasting room best practices.

We will share inspiring examples of proven results based on solid methodology, market insights and brand-driven identity. You will learn new techniques to improve employee performance, increase per-transaction sales and dramatically grow your wine club. (For example, having tasting room staff focus on listening to the guest and providing service based on the guest's preference always increases sales.)

This presentation is designed to help you increase your winery's direct-to-consumer and retail sales.

REGISTRATION FEE
\$90 per person
\$75 early registration prior to February 10, 2017

Photos © David Gibb Photography | dgbphoto.com

Chris Cook | 541.601.0114 | chris@capiche.wine | Ashland, OR 97520 | capiche.wine

Register via PayPal (chris@capiche.us) or by mailing a check to Capiche, 1275 Neil Creek Rd., Ashland, OR 97520. Nonrefundable.

THE PRESENTERS

Chris Cook, Capiche founder, has more than 30 years' experience in marketing and a love of entrepreneurship. Since enrolling at the Southern Oregon Wine Institute in 2015, she has shifted her focus to the wine industry, helping wineries develop their brand and best address their customers' wishes.

To serve southern Oregon wineries, Capiche hosts monthly Wine Industry Round Tables featuring guest speakers on timely issues. Capiche has recently completed Oregon's first-ever statewide tasting room survey, with greater than 70% participation. Results will be highlighted at the 2017 Oregon Wine Symposium.


Chris is an active member of the Southern Oregon Winery Association Marketing Committee and the Oregon Wine Experiences Marketing Committee.

An adjunct professor for Southern Oregon University's MBA program and speaker for SOU's Professional Development Program, Chris has a master in management and BS in communication.

Robert Trottmann, retail and business development manager at 2Hawk Vineyard & Winery, brings a powerful, enthusiastic and successful model for increasing sales, strengthening guest loyalty and expanding market share to both the front and back-end of wine sales. With a lifelong involvement in food, wine and agriculture and a decade of formal ground-to-glass involvement in the Oregon wine industry, Robert understands the opportunities and challenges faced by all of us who stand on the world stage here in Southern Oregon.

Robert holds two degrees in the fine arts and has shown his work worldwide. His understanding of the complex, rich and vague nuances of wine, food and culture make him uniquely qualified to teach, assist and develop your own path toward success in this ever-burgeoning industry.





Registration for Wine Marketing Workshop with Chris Cook & Robert Trottmann

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Capiche, 1275 Neil Creek Rd., Ashland, OR 97520

Cost: \$90 per person or \$75 prior to February 10 (nonrefundable)

Mail or email the following registration information:

Attendee name _____

Address _____

Job title _____

Employer _____

Cell phone _____

Sponsored by Southern Oregon Wine Scene

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SMART Brand Strategies

SIMPLE The more details we provide, the more vaguely we communicate

MEANINGFUL Must emphasize something that matters to our target audiences

ACCURATE Must truly describe our product

REINFORCED Strategic business decisions must reinforce the brand strategy

TANGIBLE Must exhibit brand in clear ways in every customer experience

The Difference Between Branding, Marketing & Sales

The **BRAND** is the sum total of all existing associations with your company and products.

You **MARKET** your brand with a combination of PR, advertising and customer relations—this paves the way for **SALES**.

PR includes awards submittals, social media, getting published in magazines and other media exposure (you don't always have control of the messaging).

Advertising is paid—whether print, TV, radio or online (you have complete control of the messaging).

Customer relations comprises your interactions with customers at every level—especially in your tasting rooms, at events and on the phone.

SALES happen in your tasting rooms, in restaurants, retail stores and through distributors.

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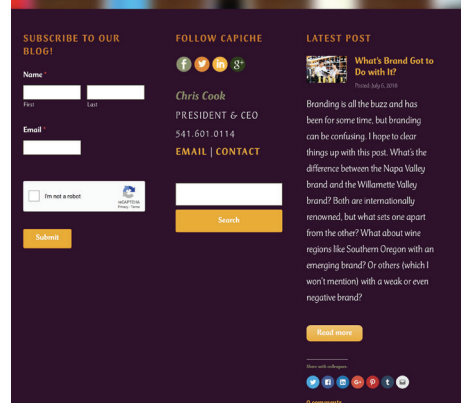
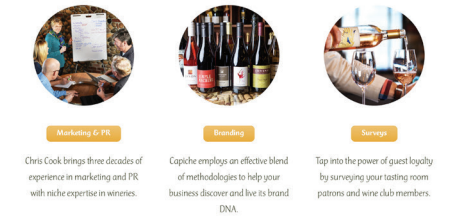
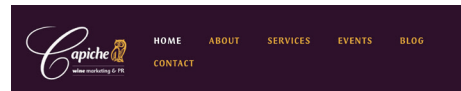
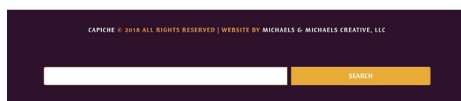
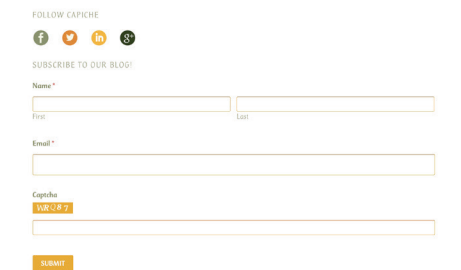
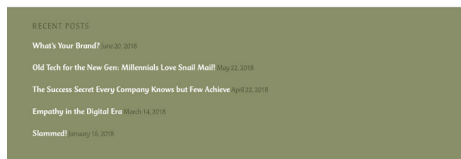
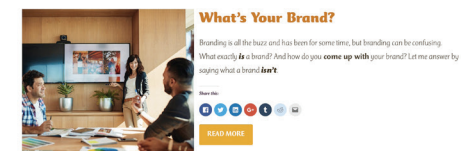
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