

VISUAL IDENTITY GUIDE & BRANDING MESSAGES

9.0

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CAPICHE.US LOGO (WITH & WITHOUT TAGLINE)



CAPICHE.WINE LOGO (WITH & WITHOUT TAGLINE)



CAPICHE.US LOGO (WITH 8 WITHOUT TAGLINE) + OWL







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







CAPICHE CARTOUCHE



COLOR PALETTE

PANTONE 5743 CP	PANTONE 5185 CP	PANTONE 130 CP	PANTONE 1385 CP	PANTONE 5773 CP
C 54 M 24 Y 86 K 73	C 53 M 81 Y 26 K 75	C 0 M 32 Y 100 K 0	C 2 M 56 Y 100 K 3	C 29 M 10 Y 52 K 32
<mark>R</mark> 46 G 65 B 23	<mark>R</mark> 52 G 14 B 48	R 253 G 181 B 21	<mark>R</mark> 232 G 131 B 32	<mark>R</mark> 135 G 148 B 107
HEX #2E4117	HEX #340E30	HEX #FDB515	HEX #E88320	HEX #87946B
PRIMARY FOR	PRIMARY FOR	PRIMARY FOR BOTH	ACCENT	ACCENT

Typography

CAPICHE.US CAPICHE.WINE

Beloved

Beloved Script Bold

Beloved Script Regular

BELOVED SANS BOLD

BELOVED SANS REGULAR

BELOVED ORNAMENTS:

< 500 007> 0000 Q 00 9 Gen =) G ~~~

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, $\ensuremath{\mathcal{C}}$ RETURN ADDRESS LABEL)









GRAPHIC IDENTITY PACKAGE

(BIG BUSINESS CARDS)



GRAPHIC IDENTITY PACKAGE

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





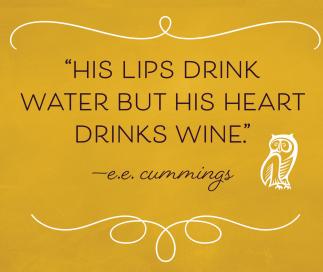


"WINE IS SUNSHINE, HELD TOGETHER BY WATER." -Galileo Galilei



Chris Cook | 541.601.0114 | 1275 Neil Creek Rd. | Ashland, OR 97520 **chris@capiche.us | capiche.us | capiche.wine**

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SAMPLE PUBLICATIONS (NOTECARDS)

SAMPLE PUBLICATIONS

(FLYER & REGISTRATION FORM)



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





mailing a check to Capiche, 1275 Neil Creek Rd. Ashland, OR 97520. Nonrefundable

Chris Cook Caniche found



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\$90 per person

SA

REINFORCED

\$75 early registration prior to February 10, 2017

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



Registration for Wine Marketing Workshop with Chris Cook & Robert Trottmann

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

Register via PayPal (chris@capiche.us) or by mailing a check to: 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	
1.01	
Cell phone	

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SMART Brand Strategies		
SIMPLE	The more details we provide, the more vaguely we communicate	é é
M EANINGFUL	Must emphasize something that matters to our target audiences	2 2
ACCURATE	Must truly describe our product	9

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.

Strategic business decisions must reinforce the brand strategy

Must exhibit brand in clear ways in every customer experience

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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SMART Brand Strategies

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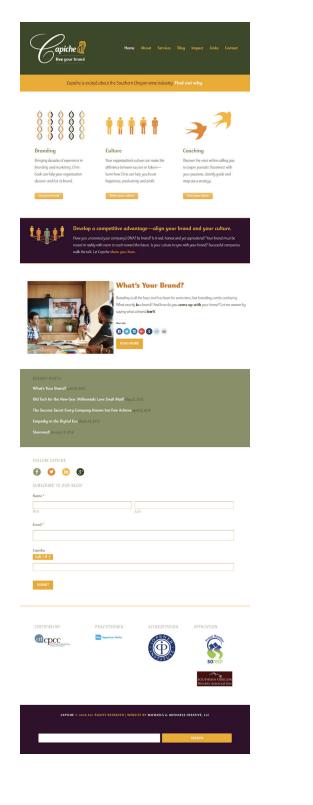
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WEBSITES (CAPICHE.US & CAPICHE.WINE)





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E-NEWSLETTER TEMPLATES (CAPICHE.US & CAPICHE.WINE)

READ TODAY'S BLOG POST FROM CAPICHE



What's Your Brand?

Branding is all the buzz and has been for some time, but branding can be confusing. What exactly is a brand? And how do you come up with your brand?

Let me answer by saying what a brand isn't.

Your brand isn't your logo, your colors, your fonts, or your website. These are simply reflections of your brand. Furthermore, you don't "come up with" a brand-you uncover it. It's what is real, honest, and believable about your organization or product.

It's your DNA.

-

A brand also is the sum total of all associations made with an organization or product. It's the good, the bad, and the ugly—the attributes that are called to mind when one thinks of your organization or product.

Every organization/region has existing brand associations it wants to emphasize, maintain, and even possibly lose. Brand development moves you from your current brand to your desired brand. And to be successful, your desired brand must be in sync with your values, vision, passion, and purpose.

Differentiation and Integration

There are two key principles of brand development: differentiation and integration.

 Differentiation suggests that the only sustainable market position is one in which you are offering something significantly different from and better than your competitors. These differentiators must evolve from current brand associations and be infused into the customer's experience in real ways to be credible.

Only through research can we can identify an organization's current brand associations and relevant differentiators—along with understanding client/customer needs and perceptions.





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President and CEO of Capiche, Chris Cook is a marketing consultant and leadership coach focused happiness, culture and living your brand.



<u>WHAT PEOPLE</u> <u>ARE SAYING</u> <u>ABOUT CHRIS</u>

ABOUT CHRIS "Christwa an integral part of our retarnating a Mil. Superson and the second second systematic approach that forced us to dig deep to understand what our community shares retarly apport by facilitated the process that started with crafting a 'DMA Statement' – are flection of who we are and who we more and the second second historical binders and seek the deeper deales was so very important to the process." – Harm Towke, California and the second Million Ski Area









Hi << Test First Name >>! What IS a brand, and how do you fin

What's Brand Got to Do

with It? Branding is all the buzz and ha

Branding is all the buzz and has been for some time, but branding can be confusing. I hope to clear things up with this post.

What's the difference between the Napa Valley brand and the Willamette Valley brand? Both are internationally renowned, but what sets one apart from the other? What about where regions like Southern Oregon with an emerging brand? Or others (which I won't mention) with a weak or even negative brand?

On a producer level, what's the difference between the Cupcake brand and the Chateau Margaux brand? And <u>what happened to the</u> <u>Merlot brand</u> after the movie <u>Sideways</u>?

All good questions, but first you're probably asking what exactly *is* a brand? And how do you *come up with* your brand?

Let me answer by saying what a brand isn't.

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President and CEO of Canichas, Christ cook is a marketling and PR consultant, focused on helping whereis increase sales. She brings over 30 years' experience in marketling to Oregon's growing whe industry. Combining her expertise in branding with he love of entrepreneurship, Chris helps whereise find their

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WHAT PEOPLE SAY ABOUT CHRIS

SAY ABOUT CHRIS "I have been collaborating with Chris Coke on a range of creative projectsmarketing collecteral, ach, branking, and sraphic lidentity-for a decode. I em always impressed by her commission stylesphilter commission stylesphilter syldence. The is decided to work with, and the process is no coly exectionally effective but do furit-Merissa L. Michaels, merissa. Michaels, Coresto, Lidence, Michaels, Coresto, Lidence, Lid

ana thougantful e is a delight to nd the process corptionally also funit" – ichaels, Creative chaels & chaels & cative, LLC

MailChimp

