

# Visual Identity Guidelines



A sepia-toned landscape photograph showing a hillside with a vineyard in the foreground. In the middle ground, there is a large, multi-story building with a central tower-like structure. The background features rolling hills under a bright sky. The text "Our Logo" is overlaid on the left side of the image.

# Our Logo



KLET  BRDA

*Družinski vinogradi*

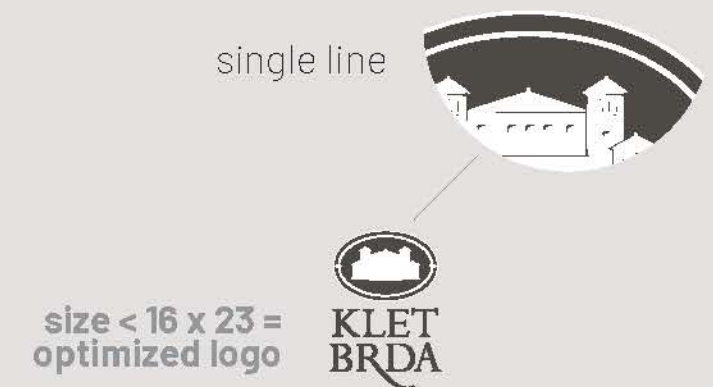
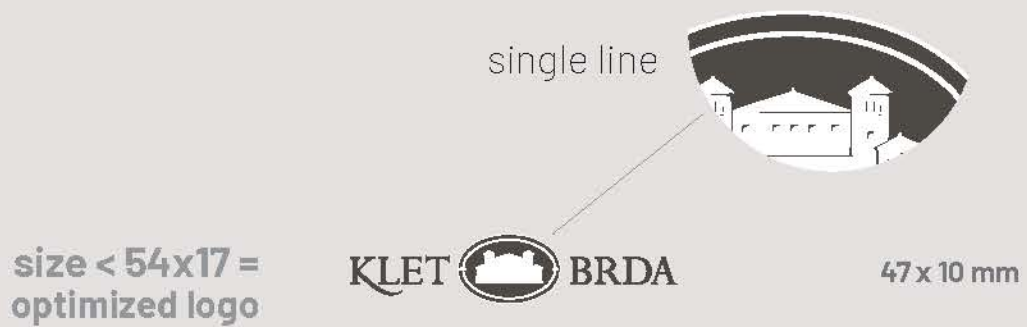
# Basic color variations



# Proportions



# Minimal size application



# Variations of use

Primary logo



for web use



for labeling



# Positioning

**RULE** SMALLER applications = BIGGER LOGO      BIGGER applications = SMALLER LOGO

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bigger applications /TRANSPARENT, CATALOGUE, A4 ADS/



smaller applications /SMALER ADS, BANNERS, VOBLERS.../



web / banner applications

smaller applications



bigger applications



# Typo graphy

**Primary font**  
titles,  
subtitles,  
highlights

QUESTA SERIF

Napolnimo življenje

*Napolnimo življenje*

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

**Secondary font**  
longer sets of text

BARLOW

**Opisi** vin, tekoči tekst

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

# Slogan

## Primary slogan

Questa serif regular

## second part

Questa serif light italic

variation of slogan

Napolnimo življenje

*z Rebulo  
z vhunskimi vini  
s prijatelji  
z dobro hrano*

---

Napolnimo življenje  
*z Rebulo*

# Colors

**PANTONE 2336 C / 15%**  
**Pantone Black 7U / 15%**

C2/M2/Y1/K85  
WEB #E3E1E0



**PANTONE 2336 C**  
**Pantone Black 7U**

C2/M2/Y1/K85  
WEB #4E4946

opoka soil

**PANTONE 7408**  
**Pantone 114 U**

C6/M29/Y100/K0  
WEB #F8BD00



Rebula

# Use of Colors



**more yellow /QUERCUS, KLET BRDA, 1L/**  
when we want to pop up - popular approach



**grey /BAGUERI, KRASNO/**  
when we want to be elegant and confident

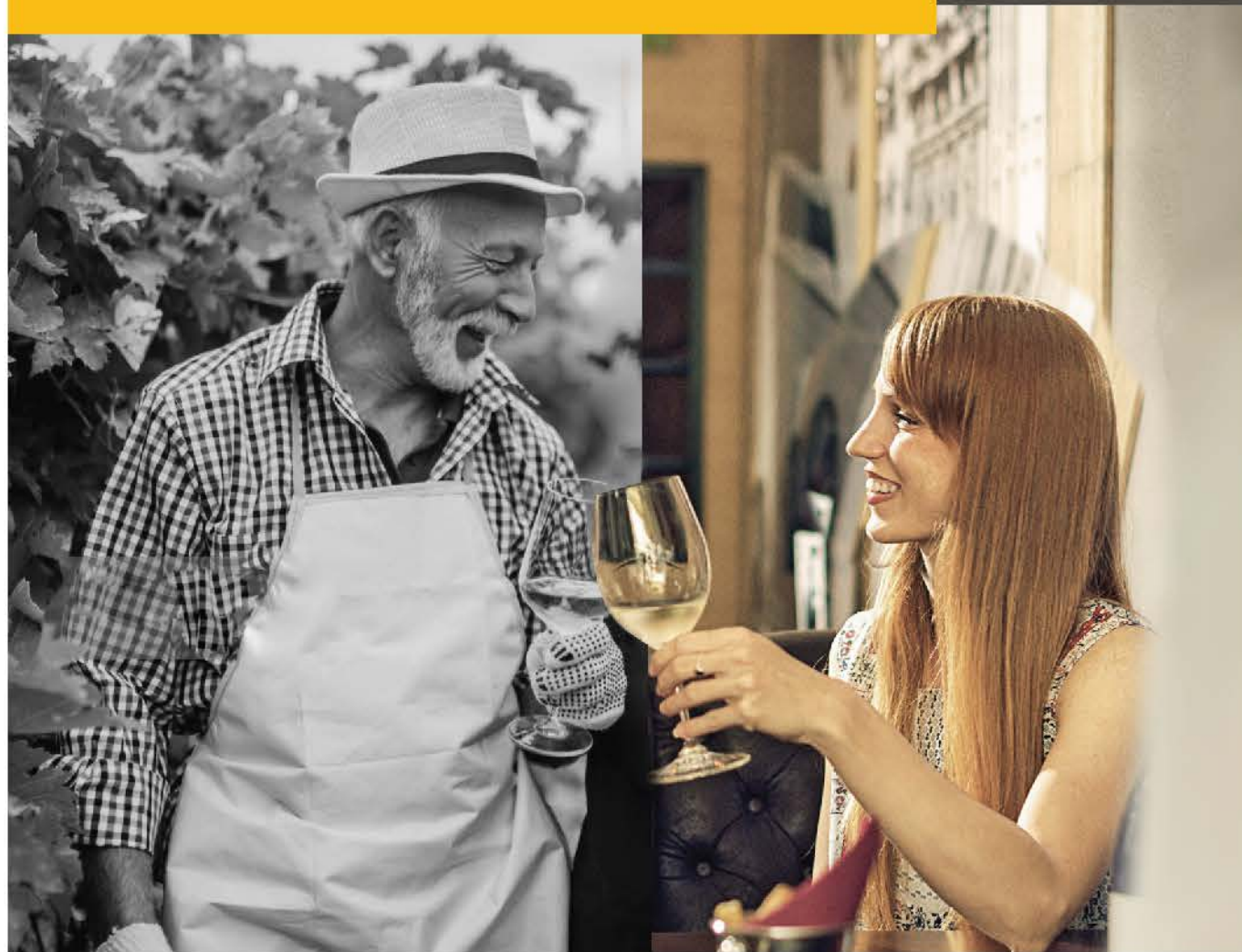


**beige /whole assortment/**

# Applications

A sepia-toned landscape photograph. In the foreground, there is a vineyard with several wooden posts supporting the vines. In the middle ground, a large, multi-story building with a central tower and arched windows is visible. The background consists of rolling hills and a small town or village on a hillside. The word "Applications" is overlaid in a large, black, serif font on the left side of the image.

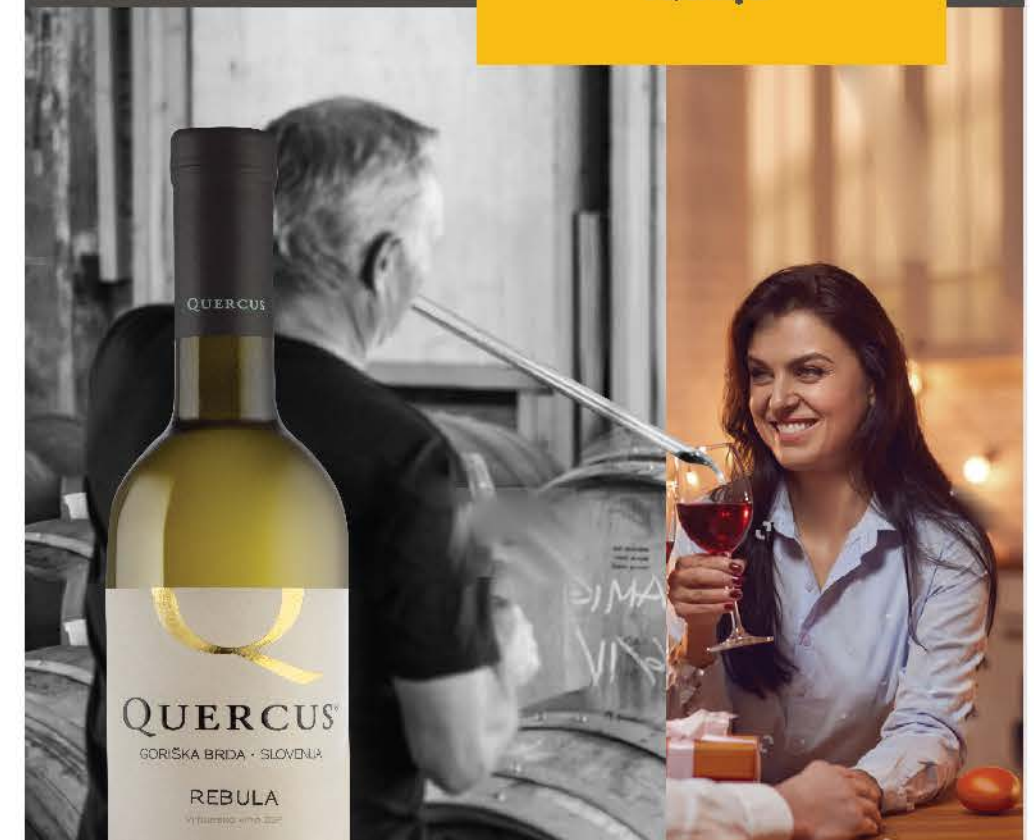
KLET BRDA  
Družinski vinogradi



Napolnimo življenje  
z Rebulo.

Front catalogue

KLET BRDA  
Družinski vinogradi



Napolnimo življenje.  
s svežino!

The first vintage of Avia released in 1878. Every vintage that has followed has been an opportunity to improve on what was done before. We focused on maintaining healthy, sustainable vineyards in order to produce the best grapes possible. We continued those efforts at the winery to craft wines that are the best examples of each grape varietal. Our efforts over the last 40+ years have been noticed: Avia is repeatedly winning awards at international competitions and receiving high scores from reviewers like Wine Enthusiast and Decanter.

www.klet-brda.si



Product ad

**KLET BRDA**  
Družinski vinogradi

**S pravo izbiro do popolnih okusov**

Vemo, da k ribam pašejo bela vina in s Quercus Rebulo tu ne boste nikoli zgrešili. Vemo tudi, da k rdečemu mesu postrežemo rdeča vina. V kolikor se na vašem žaru peče zorjeno, zahtevnejše meso kot je rostbif ali t-bone steak k njima vedno postrezite zorjeno vino kot je Bagueri Cabernet Sauvignon ali pa Bagueri Merlot.

Ljubitelji svežega pečenega mesa kot je svinjski vrat, rebra ali pleskarica pa boste okus nadgradili s svežimi rdečimi vini in tu je idealna izbira Quercus Cabernet Sauvignon.

**QUERCUS**  
CORISKA BRDA · SLOVENIJA  
CABERNET SAUVIGNON  
VITANIKO VINO 2016

**NEW**

**VINO SLOVENIJA**  
CORISKA BRDA  
2020 ŠAMPION

“MINISTRSTVO ZA ZDRAVJE OPOZARJA: PREKOMERNO PITJE ALKOHOLA ŠKODUJE ZDRAVLJU.”

[www.klet-brda.si](http://www.klet-brda.si)

**KLET BRDA**  
Družinski vinogradi

**BAGUERI**  
Cabernet Sauvignon  
ŠAMPION MED RDEČIMI VINI

V Kleti Brda smo ponosni na blagovno znamko Bagueri, ki je naša največkrat nagrajena linija. Na ocenjevanju Vino Slovenija Gornja Radgona v letu 2020 je Bagueri Cabernet Sauvignon 2016 preprčal 20 domačih in tujih vinskih ocenjevalcev z bogatimi mednarodnimi izkušnjami, ki so mu dodelili šampionski naziv med rdečimi vini. Bagueri Šampion je na voljo v vinotekah Kleti Brda, izbranih restavracijah, specializiranih trgovinah in v spletni trgovini Kleti Brda.

**VINO SLOVENIJA**  
CORISKA BRDA  
2020 ŠAMPION

**Bagueri**  
Cabernet Sauvignon

“MINISTRSTVO ZA ZDRAVJE OPOZARJA: PREKOMERNO PITJE ALKOHOLA ŠKODUJE ZDRAVLJU.”

[www.klet-brda.si](http://www.klet-brda.si)

KLET BRDA  
Družinski vinogradi



Napolnimo življenje  
z *eleganco.*

KLET BRDA  
Družinski vinogradi



gettyimages  
South\_agency

Bagneri  
Sauvignon Blanc

Napolnimo življenje  
z *vrhunskim večerom!*



Hello!

Wishing you a happy easter holiday celebration  
Let it be filled with love, laughter, good food and of course, glasses of wine.

Happy Easter



From the 8th March until the 22nd March

FREE SHIPPING in the EU

From the 8th March until the 22nd March

5% OFF FOR PURCHASE OVER 100€

10% OFF FOR PURCHASE OVER 200€

### Bagueri Cabernet Sauvignon 2016

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Cheers and happy easter holidays!

**KLET BRDA**  
Družba vinograd

Perfect partner for any occasion.

The first vintage of Avia released in 1979. Every vintage that has followed has been an opportunity to improve on what was done before. We focused on maintaining healthy, sustainable vineyards in order to produce the best grapes possible. We continued those efforts at the winery to craft wines that are the best examples of each grape varietal. Our efforts over the last 40+ years have been noticed: Avia is repeatedly winning awards at international competitions and receiving high scores from reviewers like Wine Enthusiast and Decanter.

Decanter WORLD WINE AWARDS highly recommends 90 pts

250 ml, 750 ml, 1.5 l

2019 Avia Pinot Grigio - Produced by Klet Brda Winery, Goriška Brda, www.klet-brda.si, Slovenia

Distributed by: Regal Wine Imports, Inc. • 2 Commerce Drive Suite #3 / Moorestown NJ 08057  
info@regalwine.com • NY Office 856.895.6368 • NY Office 212.243.7790 • Fax 856.895.5848

**KLET BRDA**  
Družba vinograd

MINISTRSTVO ZA ZIRAVLJE, PROŽARILJA, PRAKOVNERNO PITE, ALKOHOLA SKOOLJE ZORAVILU

S pravo izbiro do popolnih okusov.

Čisto, da k rdeči priskojo bela vina in s Quercus Cabernet Sauvignon ne boste nikoli zgrešili. Vsega tuda, da k rdečini nase pustite samo rdečo vino.

V kuhinji se na vsakem žaru peče svinjska kuharščina, mesa, ki je najbolj ali čisto včas k njej vedno pridruži vzorno vino kate Bagueri Cabernet Sauvignon ali pa Bagueri Merlot.

Ugodni, avstrijski potovanja, mesta, ki se vrnijo vrt, rebera ali plešarstva po čisto kvas, mladinskih svetlini, rdečini vina in tu je, avstrijska izma Quercus Cabernet Sauvignon.

www.klet-brda.si

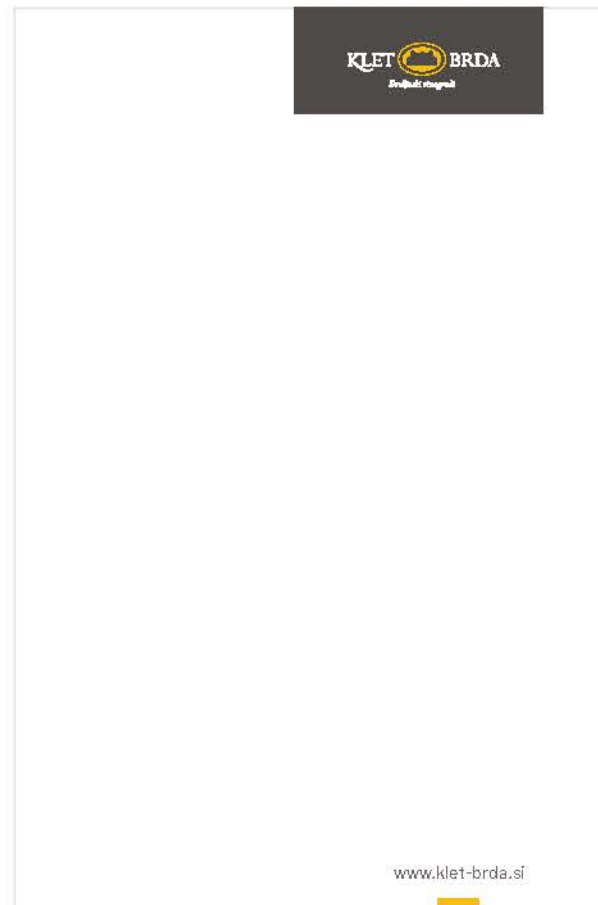
**KLET BRDA**  
Družba vinograd

Ekstra deviško oljčno olje iz Goriških Brd.

Hladno stiskano.

www.klet-brda.si

## identity



Corporate form

## user



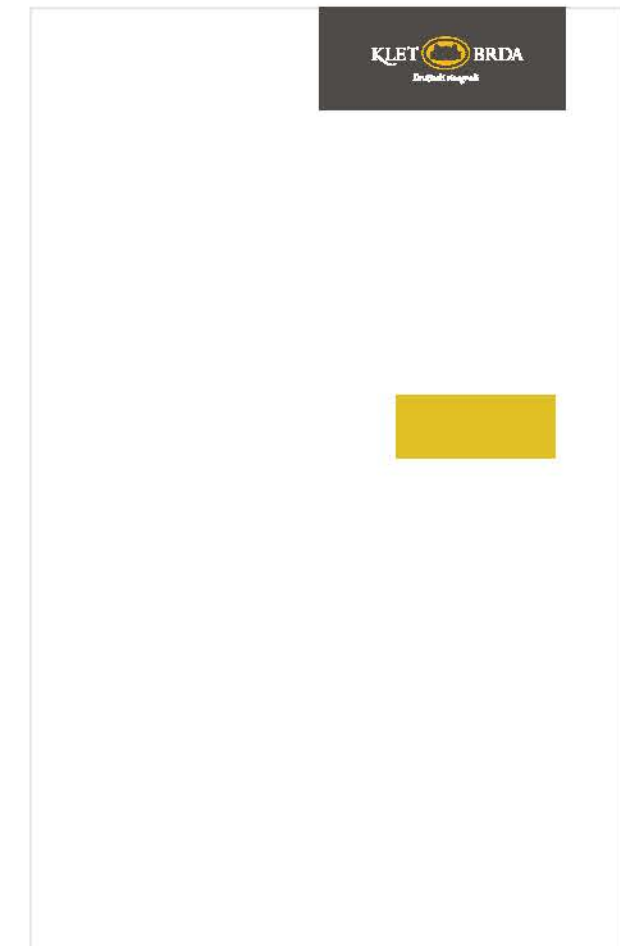
Tabletop picture - seasonal, moments for user

## product



Product photography

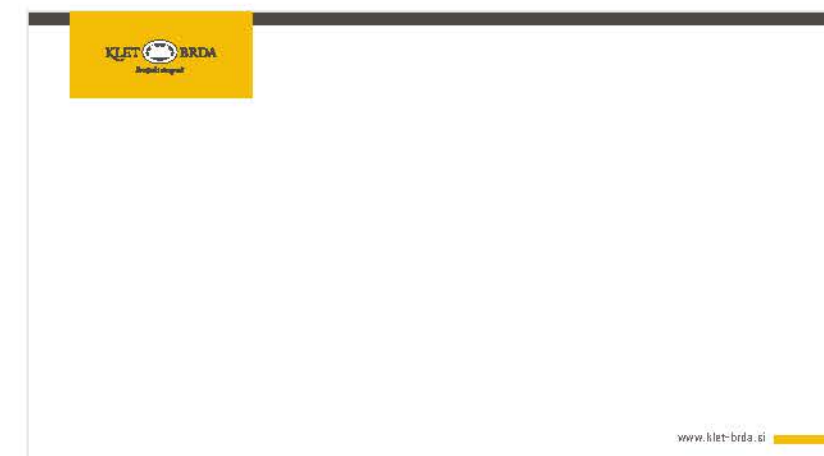
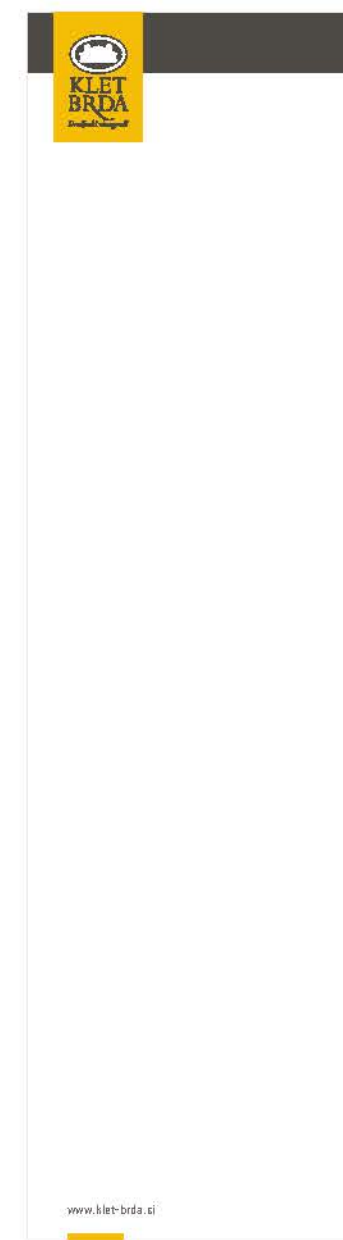
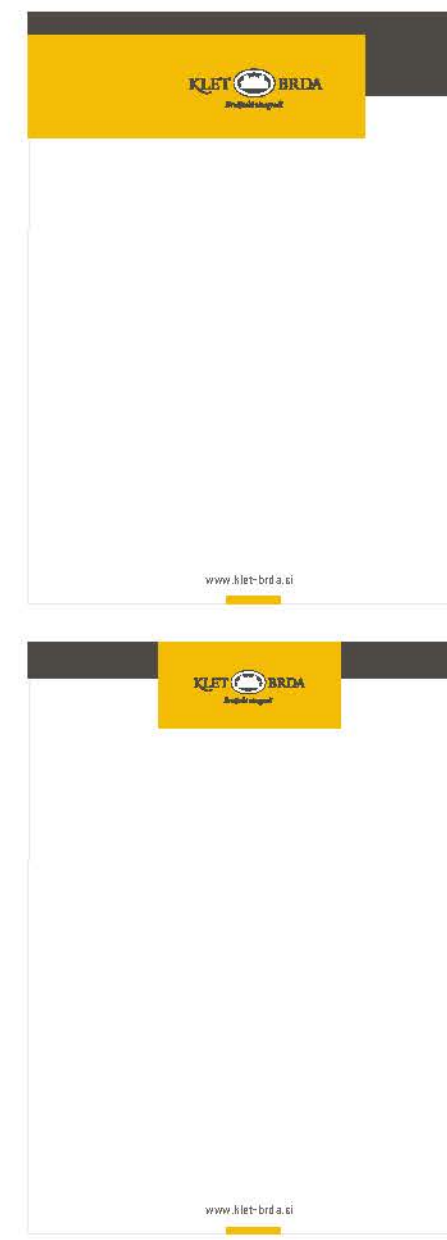
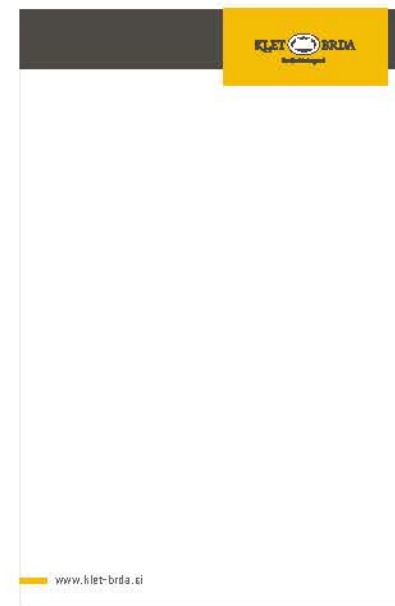
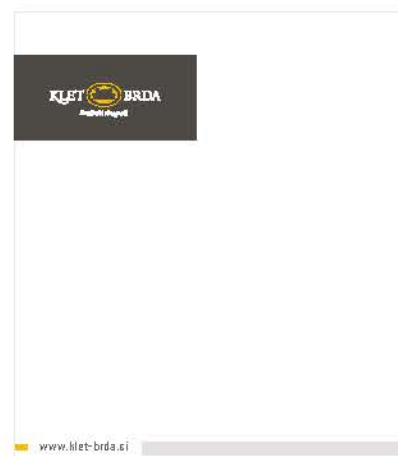
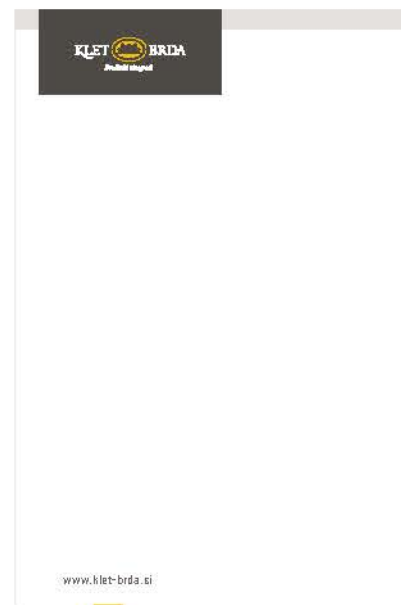
## Result



# Variations of use - positioning

## RULE

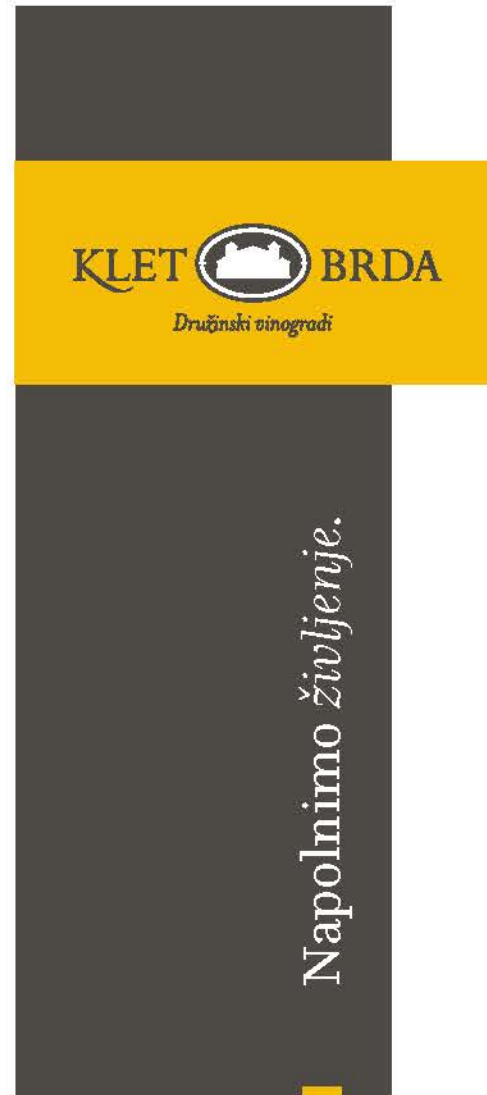
LOGO ALWAYS ON TOP  
ALWAYS COMBINED WITH GREY  
DOSAGE OF GREY and YELLOW > when we want to pop out use more yellow. When we want to be elegant use logo on grey background. Dont forget for yellow details in the end of the page!



transparent



Napolnimo življenje. —



flag

totem

transparent

bussines card



 SILVAN PERŠOLJA

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VINSKA KLET "GORIŠKA BRDA" z.o.o. Dobrovo, Zadružna cesta 9,  
5212 Dobrovo, Slovenija [www.klet-brda.si](http://www.klet-brda.si)

# Highliters



**KLET BRDA**  
Brdaški vinogradi

**QUERCUS**  
CABERNET SAUVIGNON  
RESULA

**AKCIJA -20%**

Napolnimo življenje.  
s svežino!

The truth is that of 2019, the year of the wine, it has been an opportunity for the producers of wine to demonstrate their passion and expertise in the production of wine. The wine and harvest of 2019 at the vineyard for all the wine lovers and wine enthusiasts of each grape variety. Our efforts have been rewarded with a gold medal in the 2020 wine competition and we are proud to present you with this wine.

Sustainable production, 100% natural, 100% organic, 100% natural, 100% natural

Decanter 90 pts

www.klet-brda.si

**KLET BRDA**  
Brdaški vinogradi

**BAGUERI**  
Cabernet Sauvignon  
ŠAMPION MED RDEČIMI VINI

V Kleti Brda smo ponosni na blagovno znamko Bagueri, ki je naša največja nagajana kupa. Na ocenjevanju 'Vino Slovenija Gornja Radgona' v letu 2020 je Bagueri Cabernet Sauvignon 2016 prispel na četrto mesto med rdečimi vinoma in je postal šampion med rdečimi vini. Bagueri Šampion je našo vino v vinotoki, Kleti Brda, izbranih restoracijah, specialitarnih trgovinah in v spletni trgovini Klet Brda.

**NEW**

**VINO SLOVENIJA GORNJA RADGONA 2020 ŠAMPION**

RAVNE OPOZARJA: PREKOMERNO PITE ALKOHOLA ŠKODLJE ZDRAVIJU\*

www.klet-brda.si



