



Vino Hub



"Urban Bliss for Wine and Sips."

## Brand Style Guide

# Vino Hub, The Wine Department Store

*Welcome to our wine sanctuary in the town center, where enthusiasts discover a trifecta of indulgence. Explore our curated wine store, peruse elegant accessories, and savor perfect pairings at our wine and cheese bar. For aficionados seeking all things wine, find it all under one roof.*

## Wine Store, Wine & Wonder

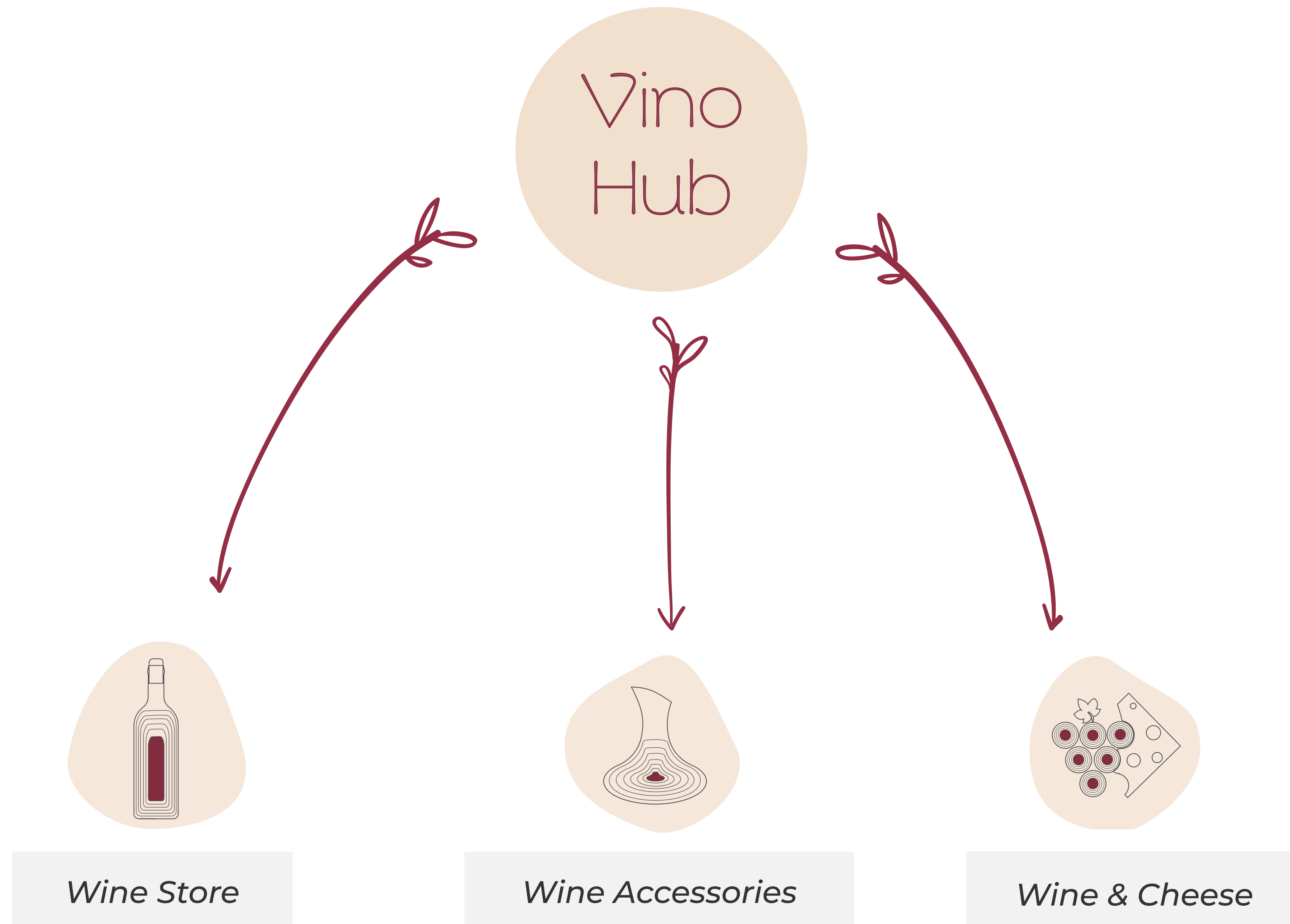
At Wine & Wonder, discover an unparalleled selection of local and international treasures at the wine store. From the rolling vineyards of our homeland to the far-reaching corners of global terroirs, indulge in a curated collection that captures the essence of wine craftsmanship from around the world.

## Wine Accessories Store, Pour & Pair

At Pour & Pair, we're your one-stop destination for hosting the perfect wine night at home. Explore our collection of charcuterie boards, wine glasses, and more, curated to elevate your experience. Plus, discover unique wine-related gifts like our exquisite wooden wine boxes.

## Wine & Cheese Bar, Grapes & Gouda

At Grape & Gouda, we transport the enchanting essence of a winery wine tasting directly to your town center. Say goodbye to long drives and hello to unforgettable moments shared with friends. . Let us curate a memorable wine tasting adventure for you, right in the heart of your community.





# Process



# Moodboard

## Vino

"Vino, a Wine Haven"

"Discover the Perfect Pour at Vino:  
A Wine Haven with a curated selection at  
the wine store, a delightful Wine & Cheese  
Bar, and an exquisite collection of wine  
accessories – transforming your home into  
the ultimate destination for hosting elegant  
wine nights."

Neutral  
Minimal  
Calming  
Relaxing  
Classy

Contemporary  
Clean  
Sleek  
Elegant  
Subtle

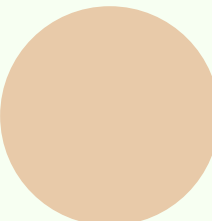
### Style - Modern Minimalist

Modern minimalist design embraces simplicity, clean lines, and a focus on functionality, eliminating excess ornamentation. It often features neutral color palettes, open spaces, and a strategic use of essential elements, creating an uncluttered and serene aesthetic.

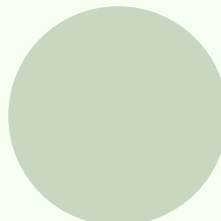
### Font

Quicksand    Cerulya    Lieblotte

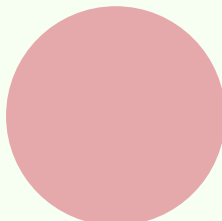
### Colours



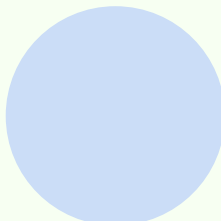
#e8caa9



#c7d7c0



#e6a9ab

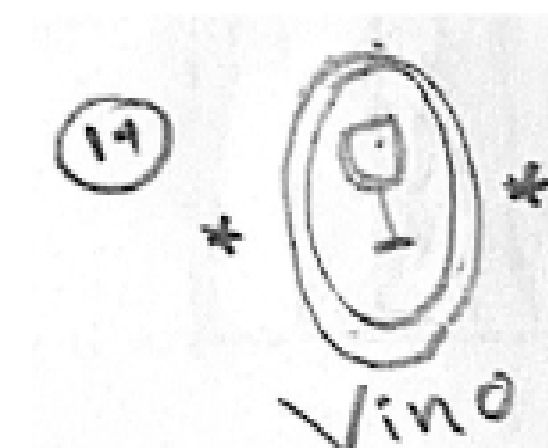
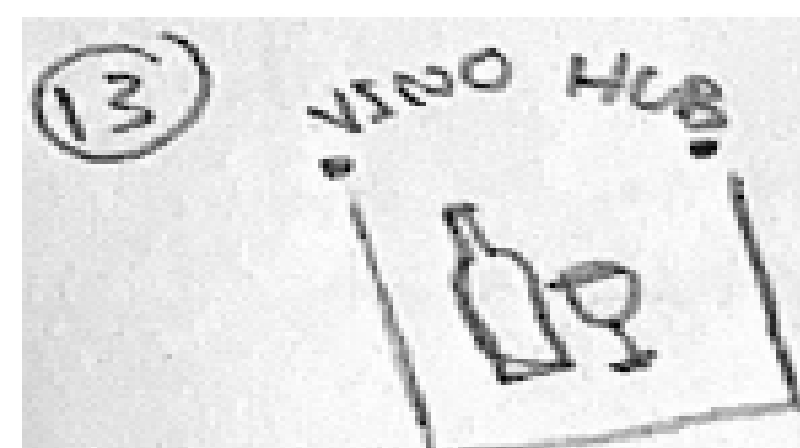
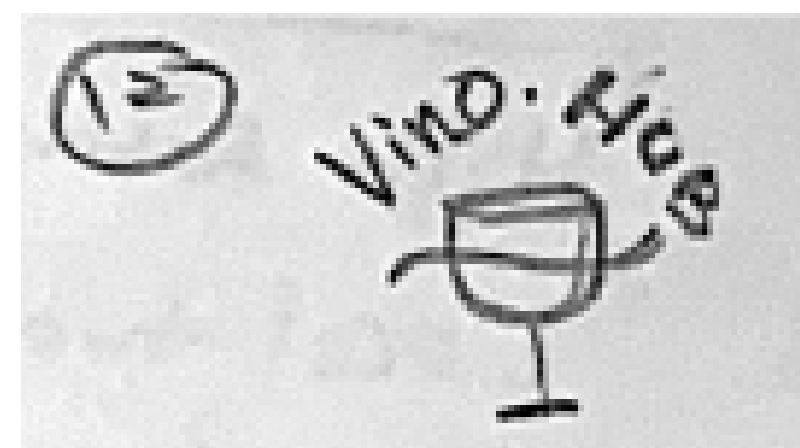
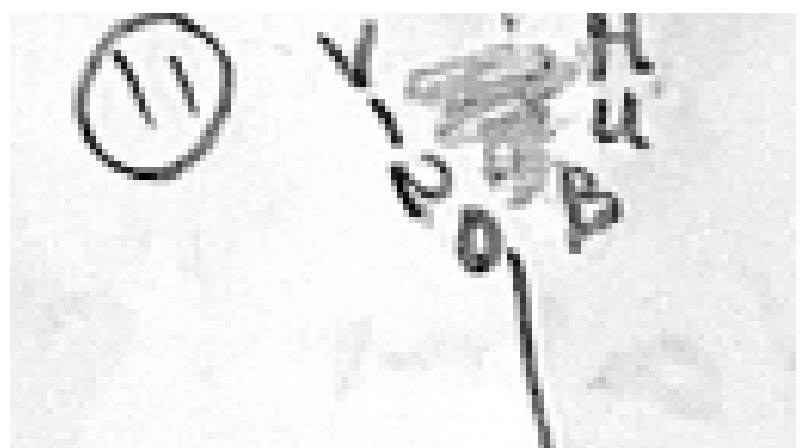
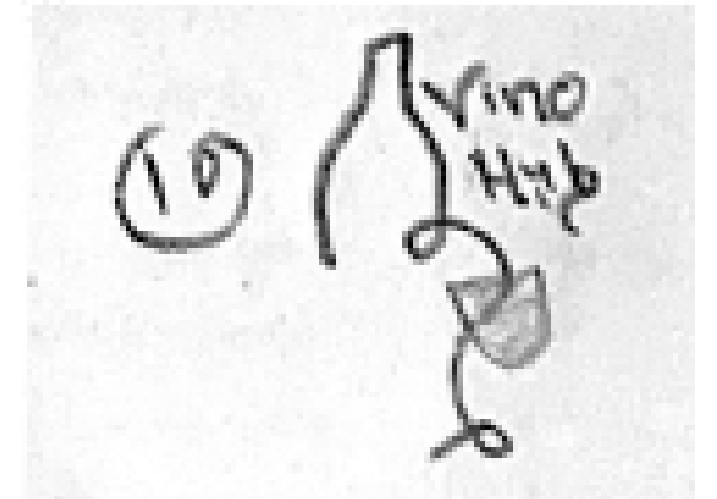
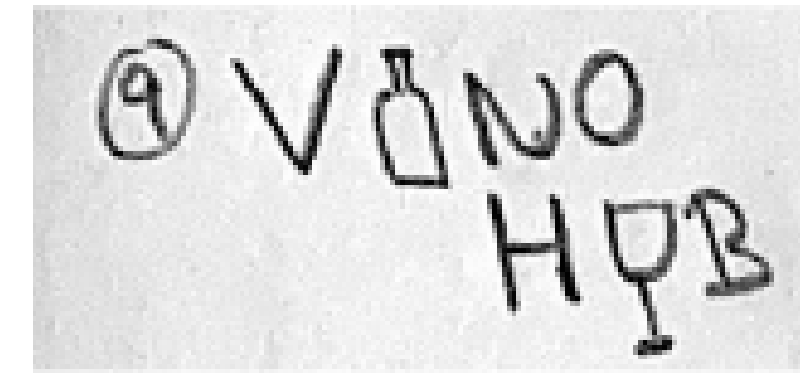
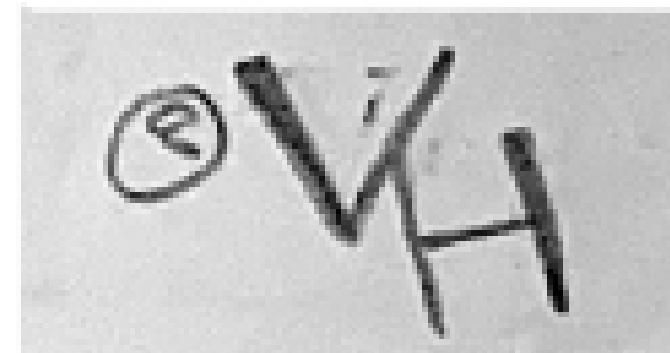
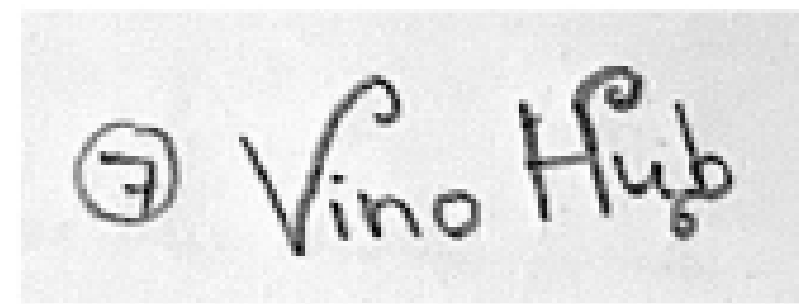
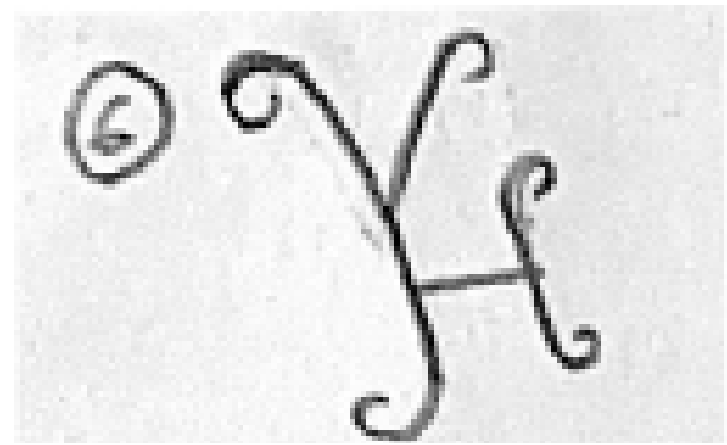
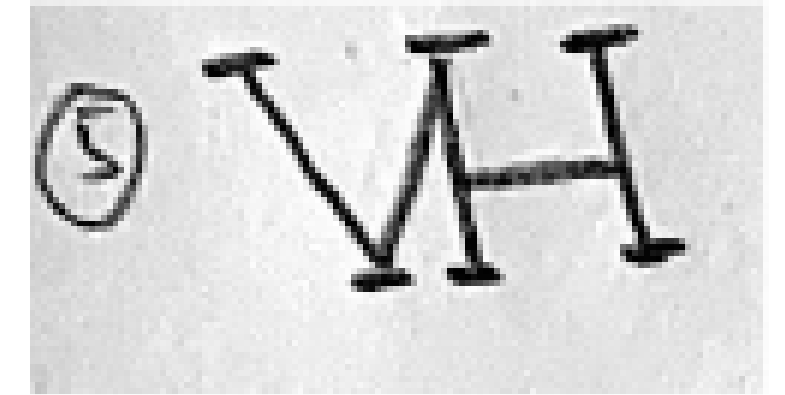
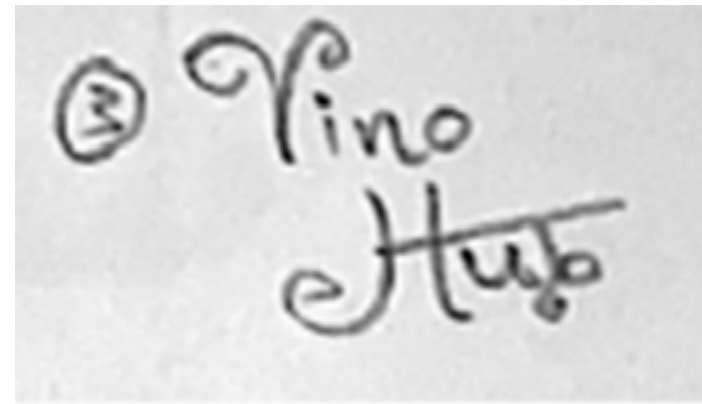
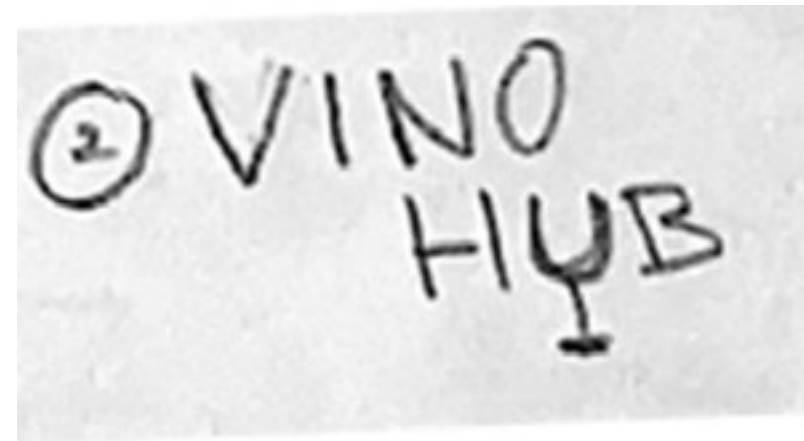
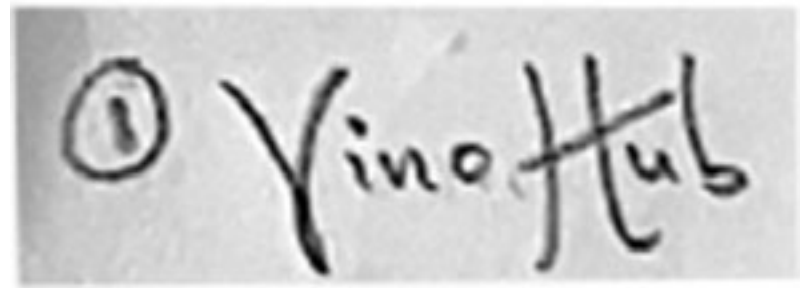


#cbddf7





# Logo Sketches



# Color Run



After trying many colour combinations in the colour run I decided to go with 3 colours. The deep purple was chosen to represent the colour of a red grape and also the colour of red wine. The light beige was chosen as a contrast colour to the deep purple and also to represent the inside colour of a grape. The dark grey tone was to show the inspiration I drew from the minimalism art movement for the logo.

	PANTONE 7427C	PANTONE 7494C	PANTONE 663C	PANTONE 719C	PANTONE 7638C	PANTONE 7540C	PANTONE 7736C	PANTONE 4995C
100%								
80%								
60%								
40%								
20%								



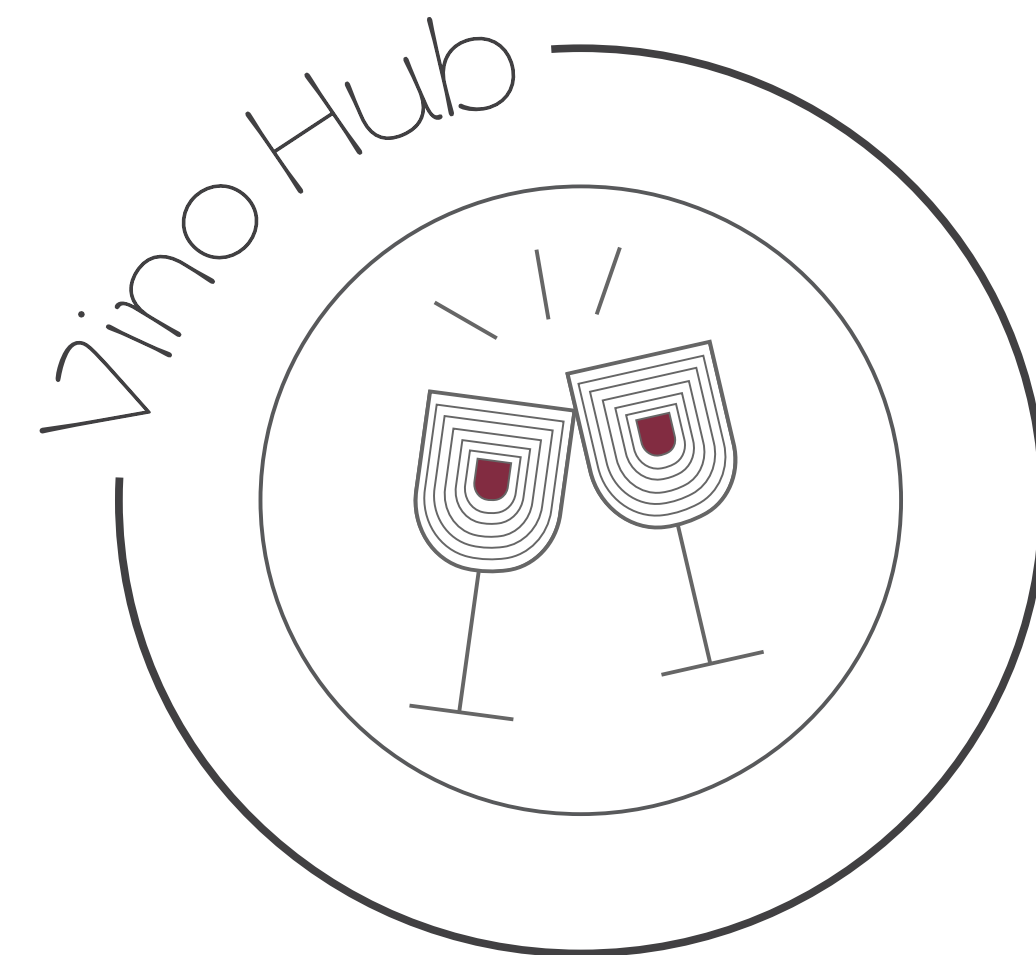
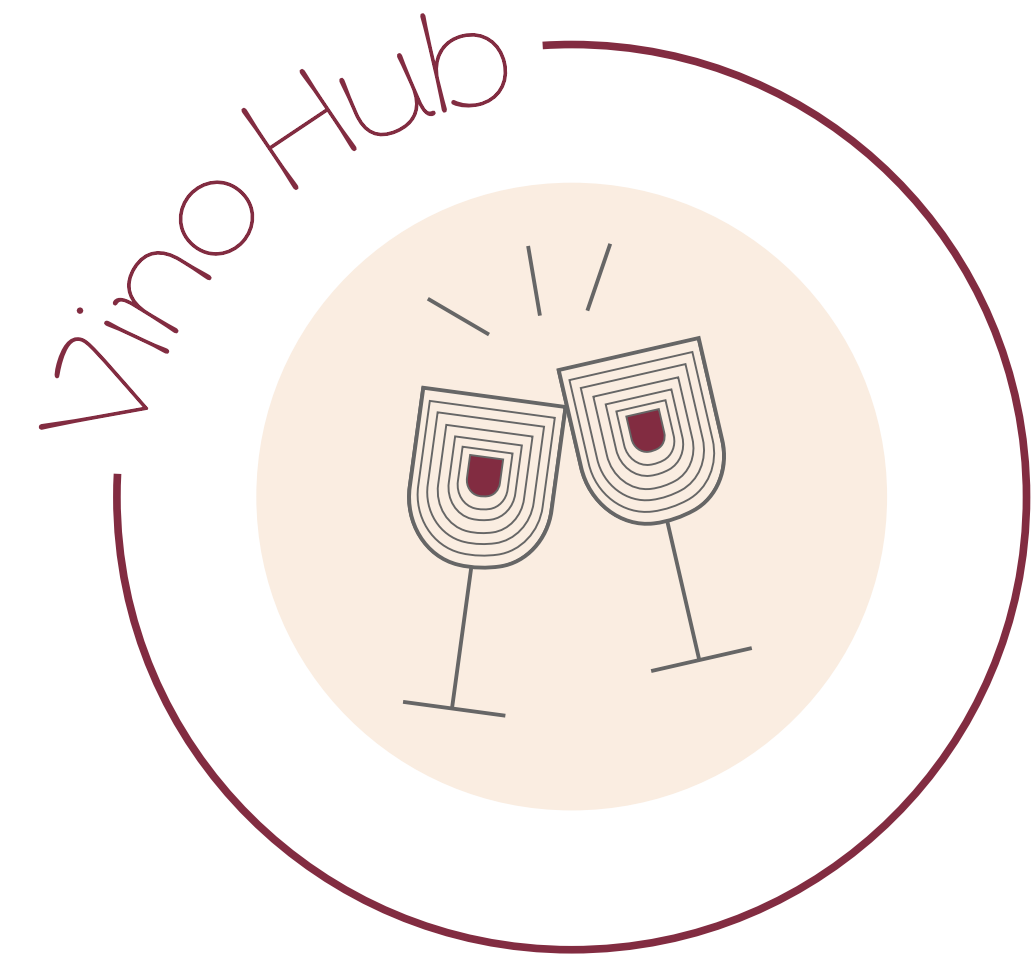
Logo



# Primary Logo

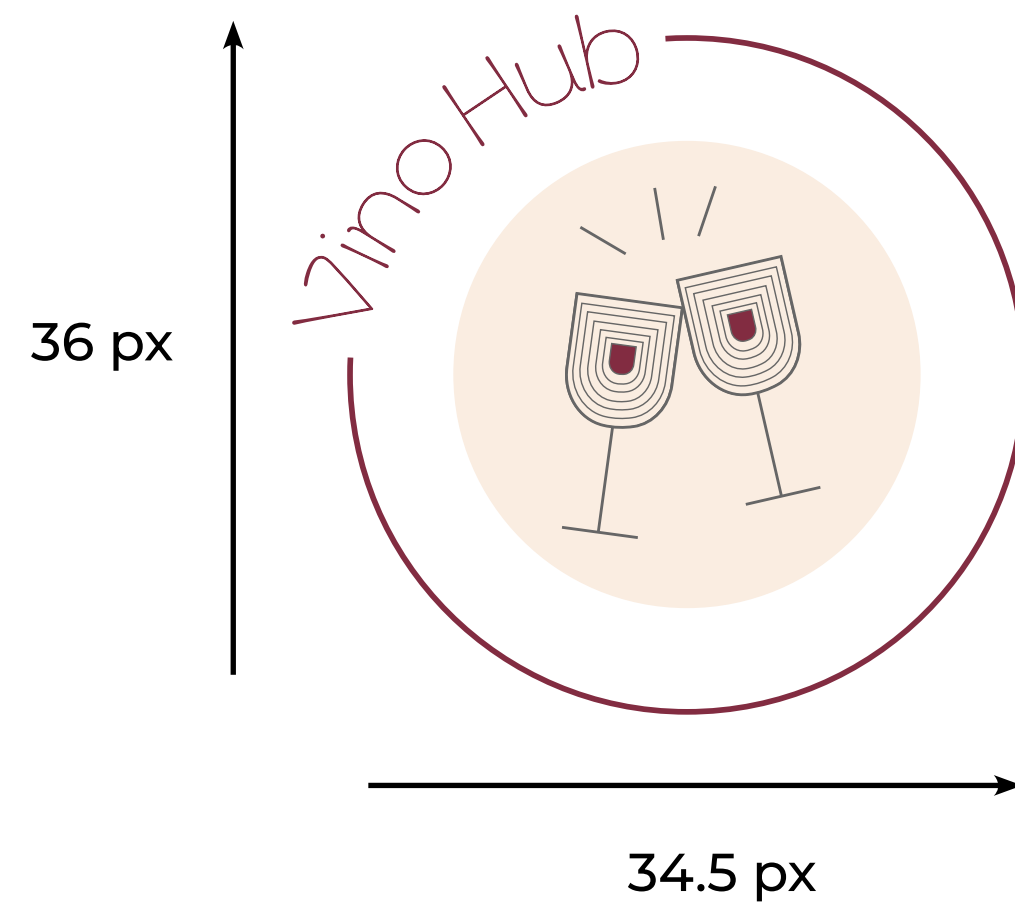
## Logo Rationale

The style that I wanted to create was modern minimalistic. I selected a font that is a sans serif with a thin stroke for the name of the brand, and a cursive font also with a thin stroke for the tag line, for contrast. The logo shows two wine glasses coming together in a “cheers” motion to represent the, wine store - where you can buy the wine from, the wine glasses – that you can purchase from the wine accessories store and the “cheers” motion with the “clink” shown with 3 lines to represent the “Wine & Cheese Bar” where you can socialize. The repetitive design inside the wine glasses show the minimalistic touch on the design that was inspired by the minimalism art movement. The two circles around the logo represents a cross section of a grape.



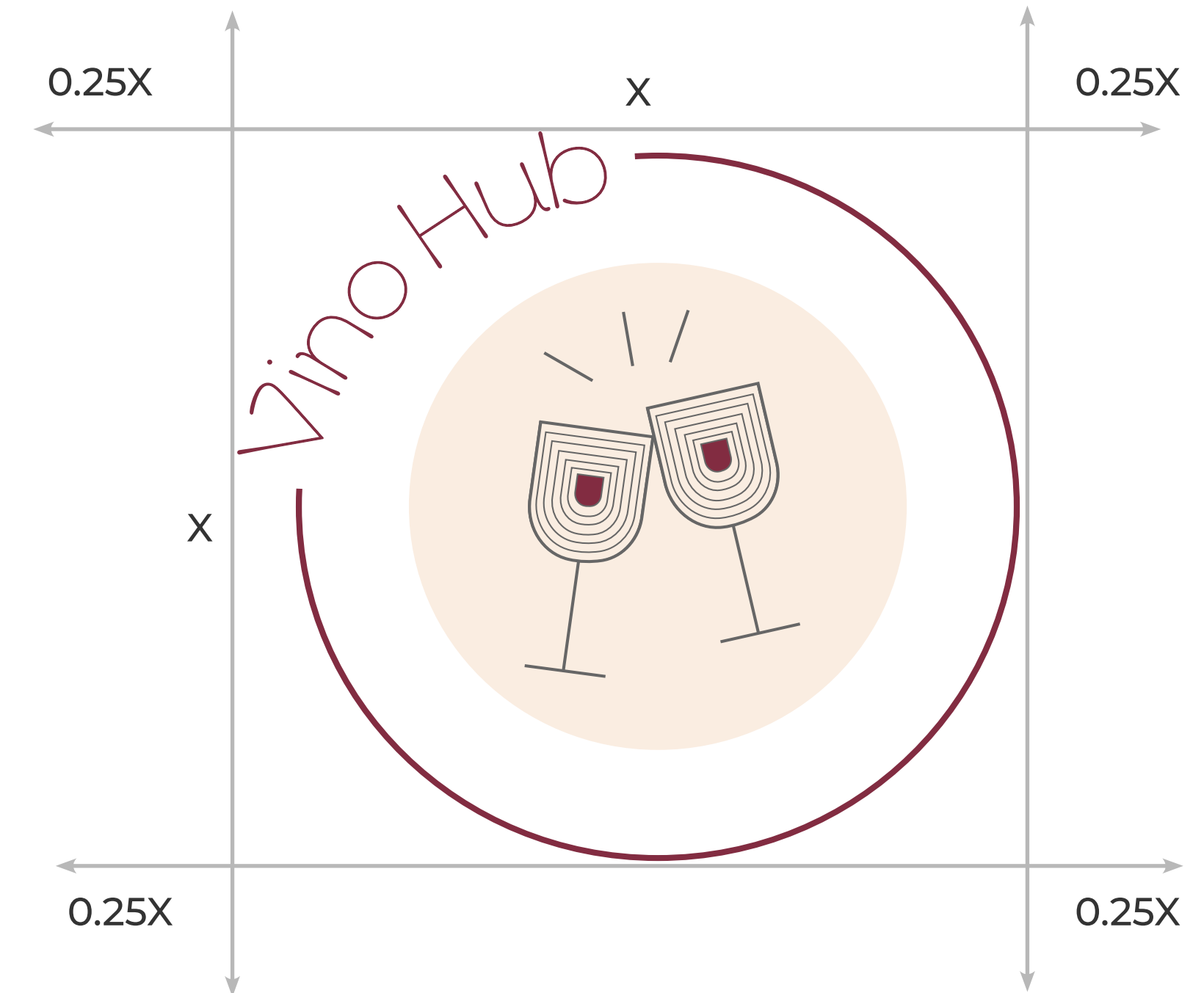
# Primary Logo Use

## Primary Logo - Minimum Size



This logo can not be used at a size smaller than 34.5px x 36px. If it is required to be used at a smaller size please use the lockup made for this purpose.

## Primary Logo - Clear Space



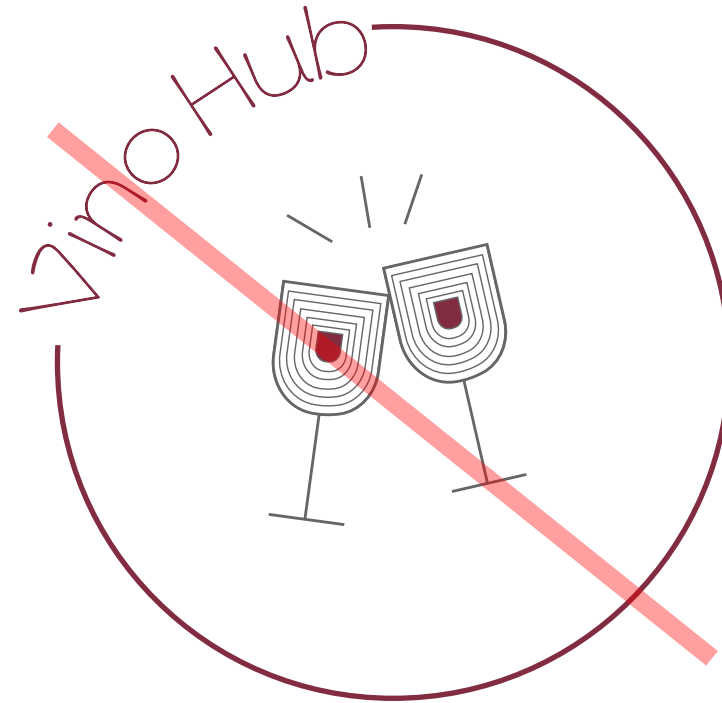
When using this logo, you are required to keep a space of 1/4 times of it's height and width all around the logo.



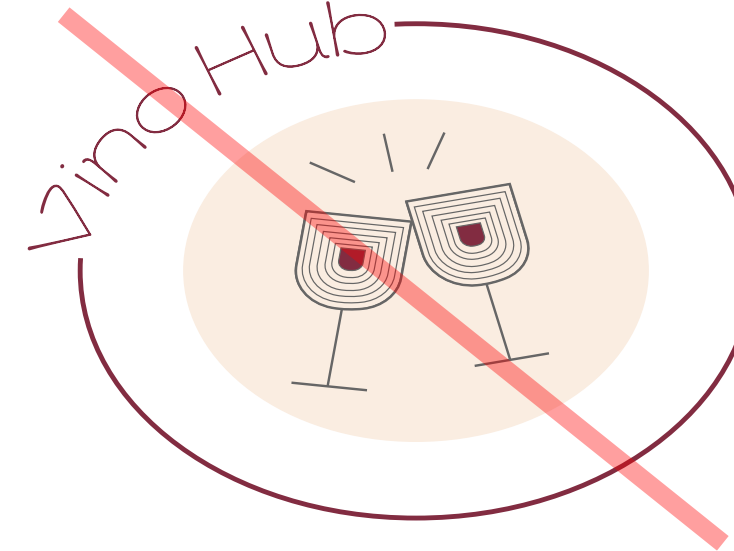
# Primary Logo - Incorrect Usage

- 1. Do not use without inner circle
- 2. Do not stretch
- 3. Do not use drop shadow
- 4. Do not use without outer circle
- 5. Do not use on a dark background
- 6. Do not use full circle for outer circle

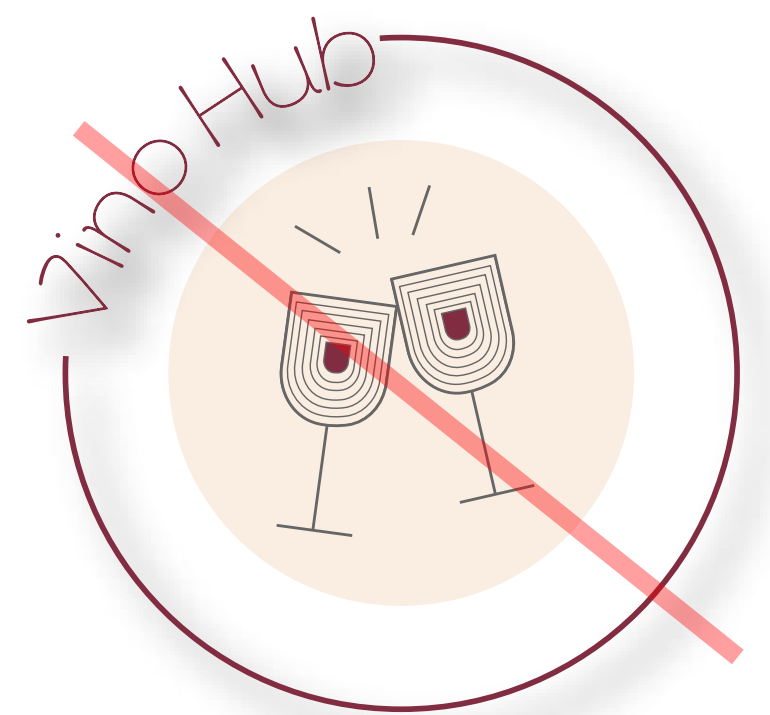
1.



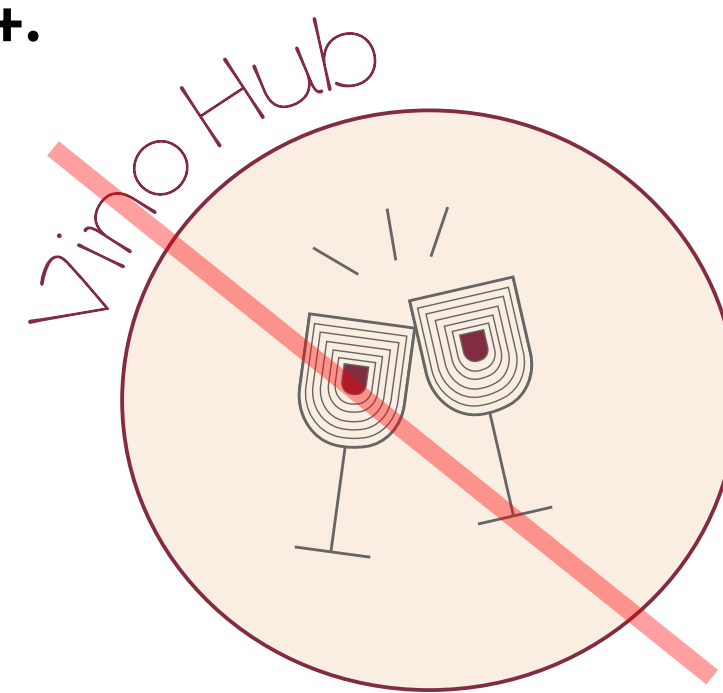
2.



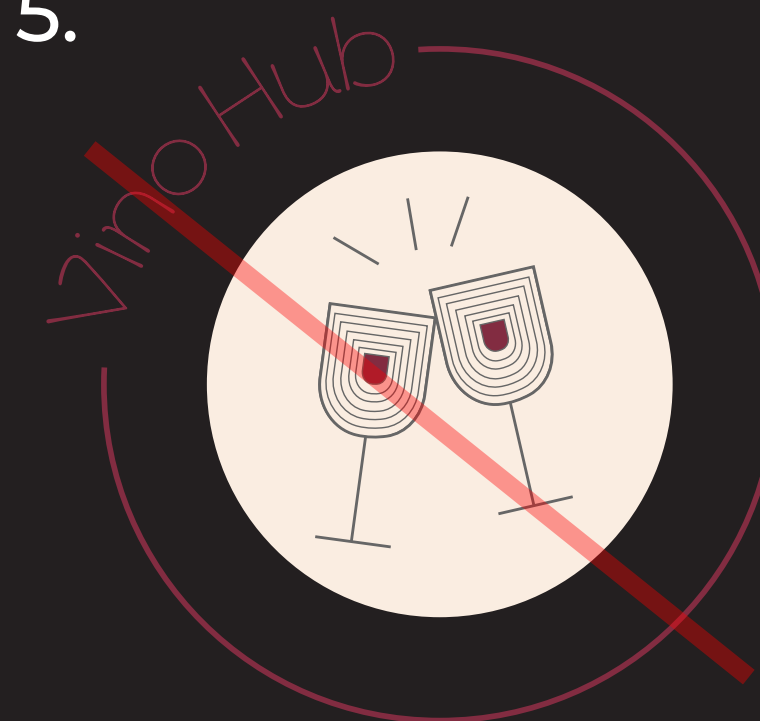
3.



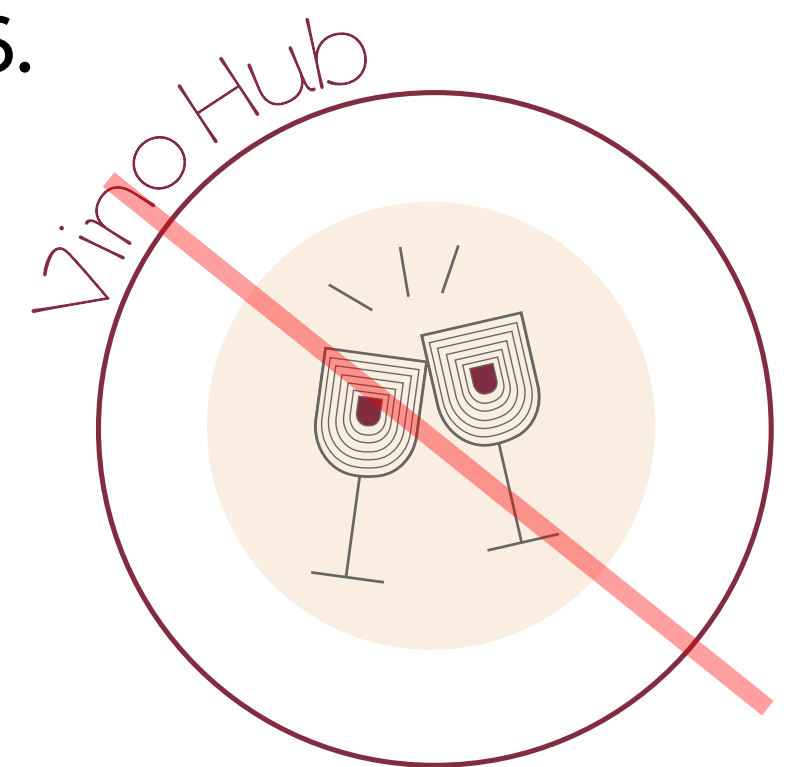
4.



5.



6.



# Logo Lockups



This logo lock-up was created with the tag line to be used in large spaces that offers width and height. It can be used at the top of a design because of the curvy font at the top.



This lock-up was created without the tag line to be used in smaller spaces where it could be left aligned to a straight line. For example a small item like a business card.



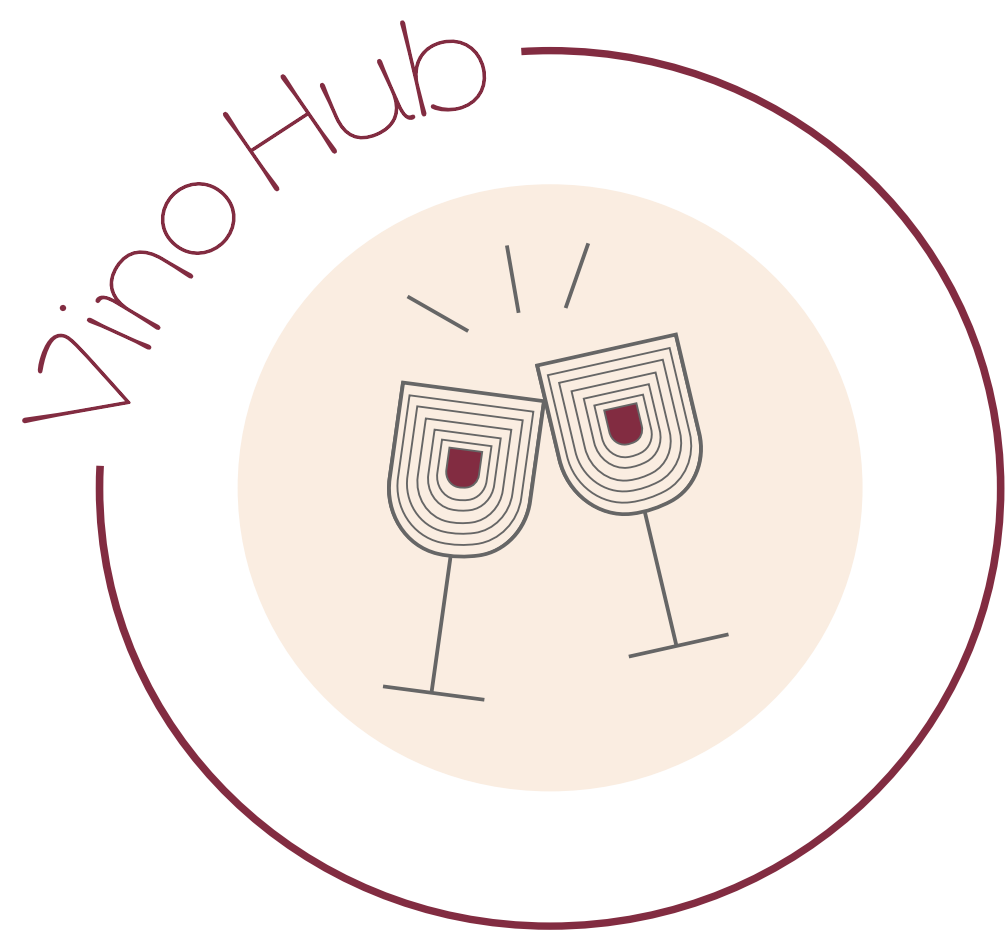
This lock-up could be used in a space where there is width but not much height. Can be placed at the bottom of and invitation card or an advertisement.



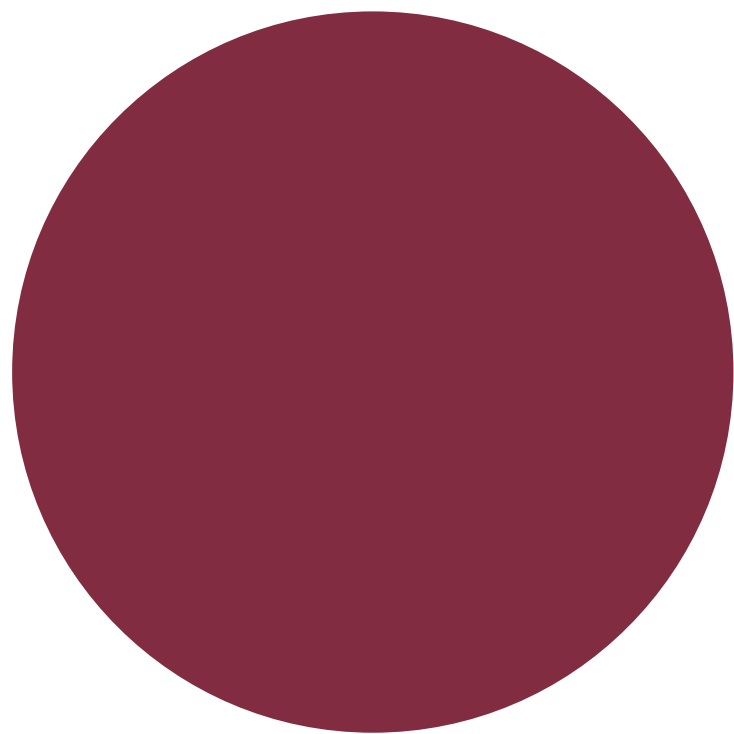
# Logo Lockup Use



# Color Palette

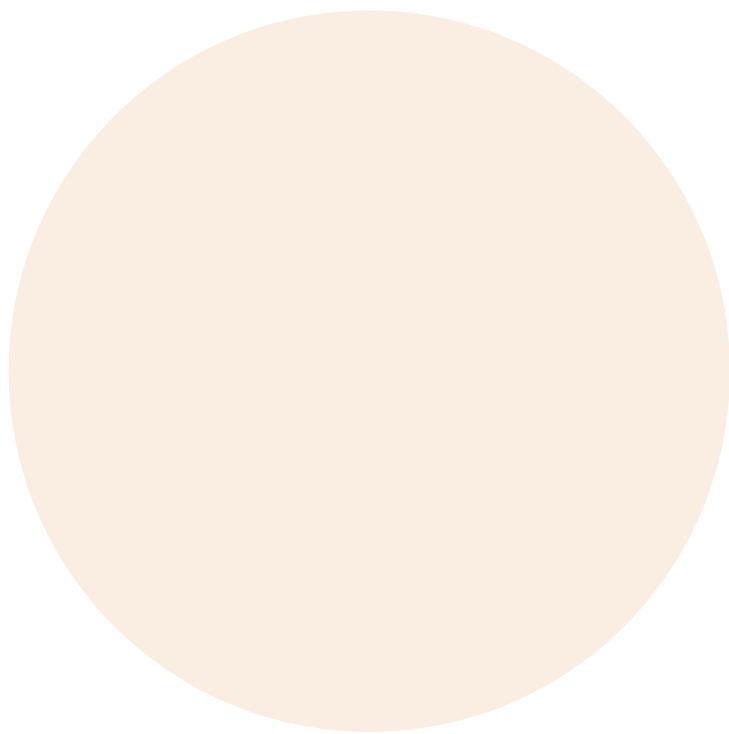


## Primary

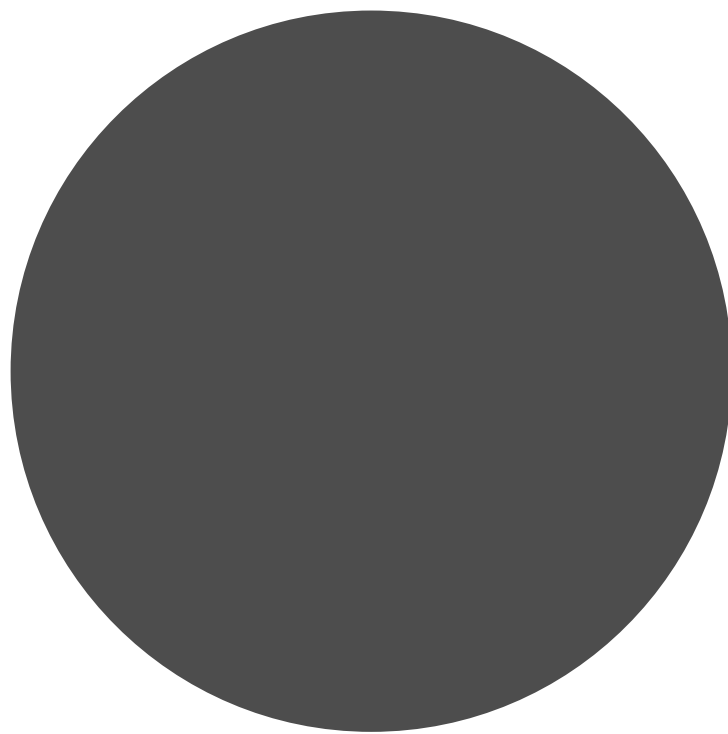


#822C41  
Pantone 7638C  
RGB (130,44,65)  
CMYK  
(35,90,60,30)

## Secondary



#FAEDE1  
Pantone 719C  
(30%)  
RGB (250 237,225)  
CMYK (1,5,9,0)



#4D4D4D  
Pantone 7540C  
RGB (77,77,77)  
CMYK  
(65,58,56,36)





# Typography

# Logo

## Primary

To be used only for the logo and Icon names and not for headings or titles.

Cerulya Regular  
A B C D E F G H I J K L M O N P Q R S T U V W X Y Z  
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  
1 2 3 4 5 6 7 8 9 0

Vino Hub  
Wine & Wonder  
Pour & Pair  
Grape & Gouda

## Tagline

To be used used only for the tagline and any quotes related to the brand.

Ballare Regular  
A B C D E F G H I J K L M O N P Q R S T U V W X Y Z  
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  
1 2 3 4 5 6 7 8 9 0

“Urban Bliss for Wine & Sips”  
“Cheers to Unforgettable Moments”



# Body Text

The body text mostly consists of Montserrat medium and light, this brand is required to use only these two variations of this typeface to keep the designs and marketing material as consistent as possible

## Headings & Titles

Montserrat Medium

A B C D E F G H I J K L M O N P Q R S T U V W X Y Z

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

1 2 3 4 5 6 7 8 9 0

## Paragraphs

Montserrat Light

A B C D E F G H I J K L M O N P Q R S T U V W X Y Z

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

1 2 3 4 5 6 7 8 9 0



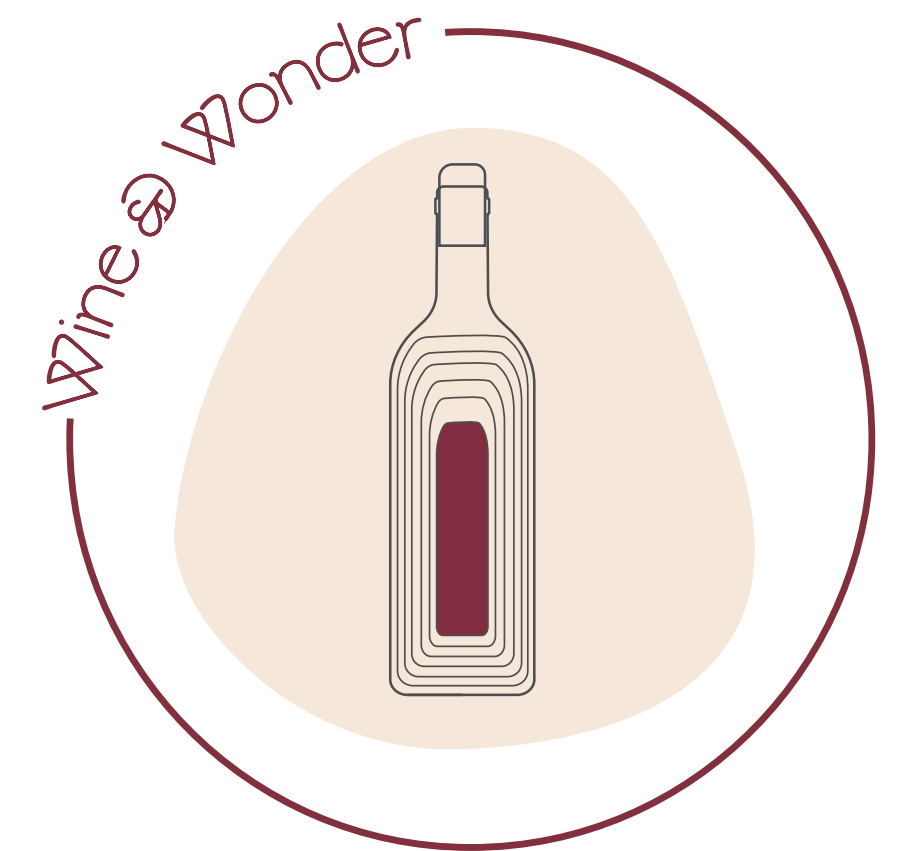
# Icons

# Icons

## Wine & Wonder

This icon represents the wine store, with the concept name Wine & Wonder.

Wine & Wonder, is supposed to convey the message that the wine we sell will leave you in awe. The icon follows the same minimalistic and repetitive concept used for the wine glasses in the logo. The wine bottle gets repeated and the wine inside the bottle is shown with the brand colour, the wine red. For the version with the concept name, it again follows the same as the logo a circle cut with a cut out, and the name. However, for the inner shape I designed a random shape so it looks a little different to the logo. The idea behind was for it have some elements of the logo for consistency but also not look identical to it, so people can say the logo apart from the icons.

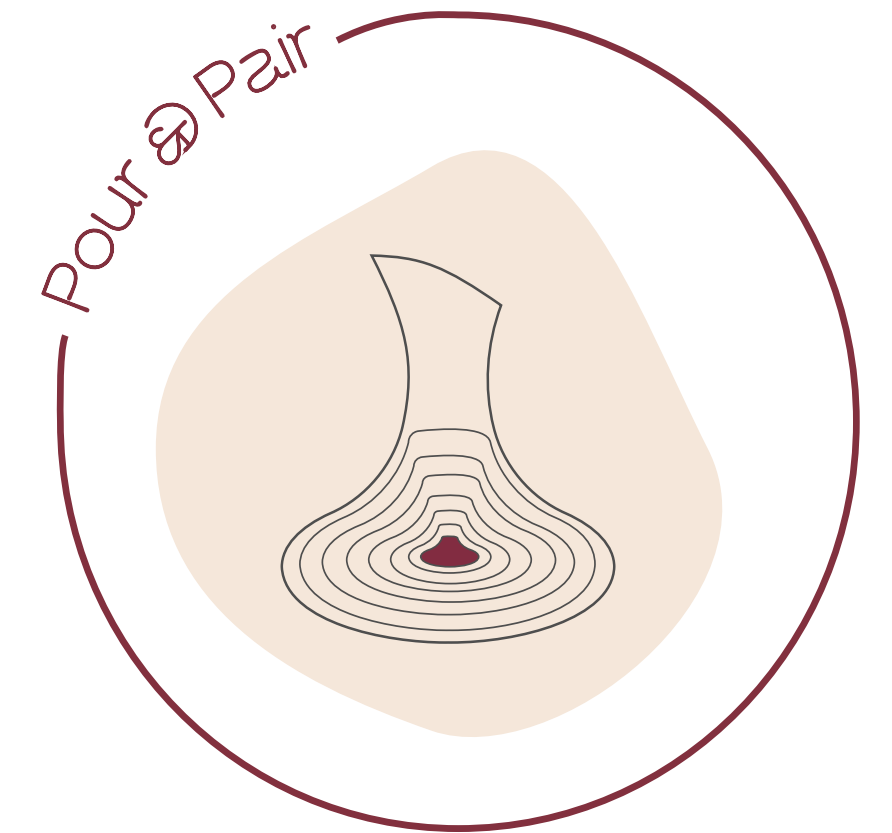
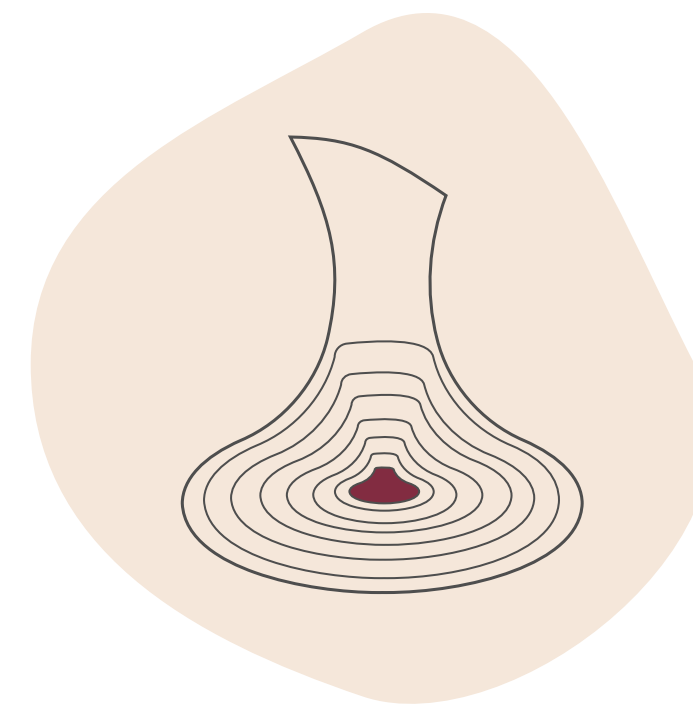




# Icons

## Pour & Pair

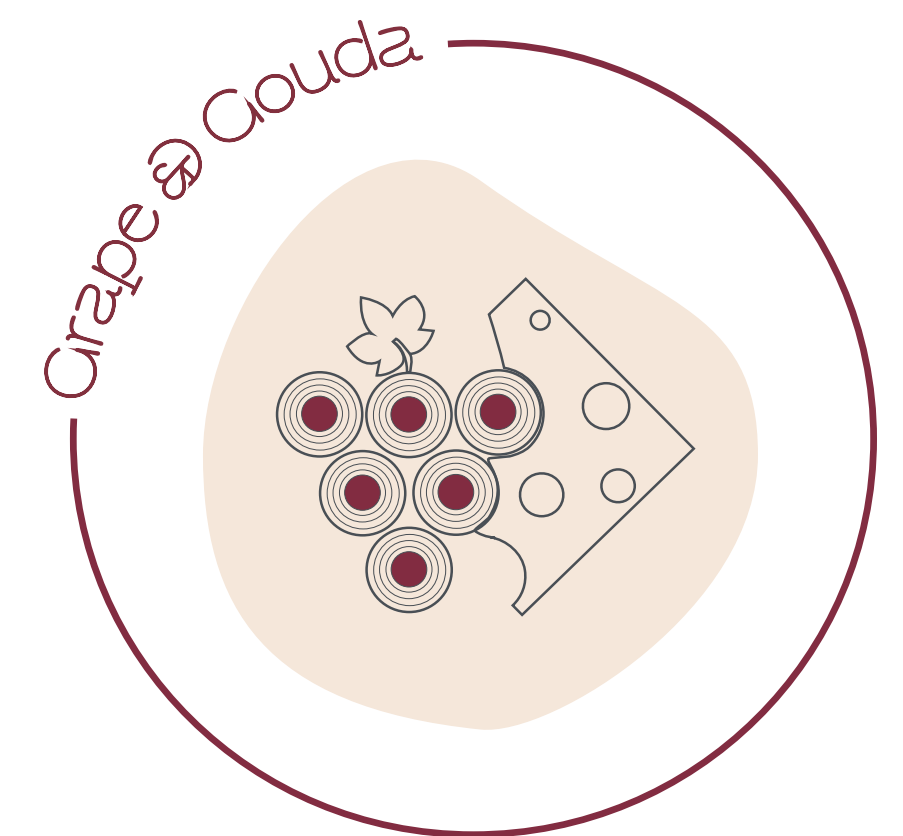
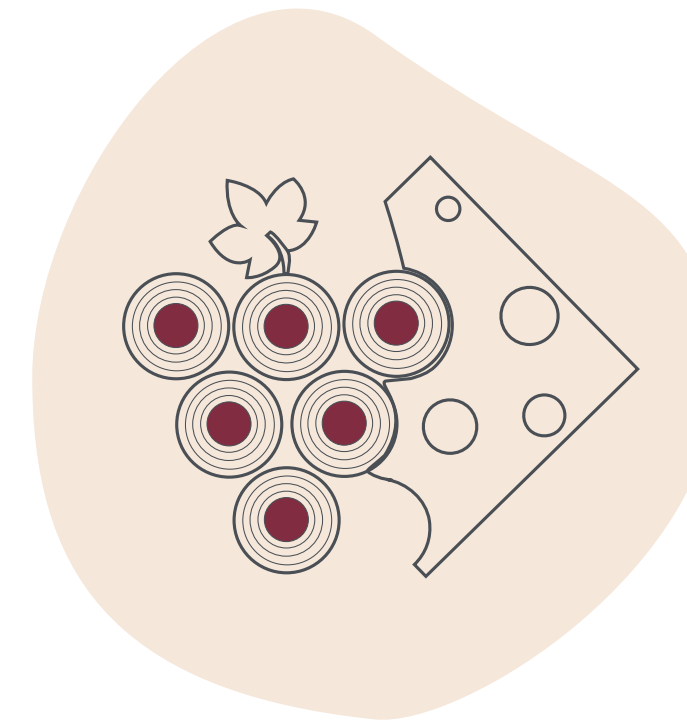
This icon represents the wine accessories store, with the concept name Pour & Pair. Pour & Pair, represents the decanter that you pour wine into and the accessories like a charcuterie board that you use to serve cheese and condiments that you pair with your wine. The icon design follows a similar pattern to the logo, for consistency.

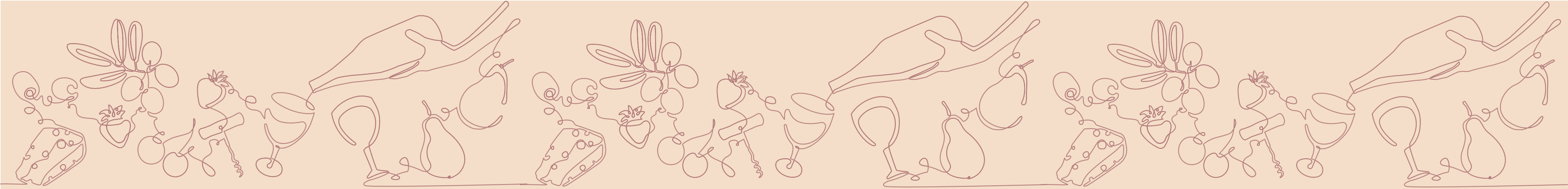


# Icons

## Grape & Gouda

This icon represents the wine and cheese bar, with the concept name Grape & Gouda. Grape & Gouda, is basically taking the literal meaning of two items you would find on a cheese board that is given for wine tasting. As for the use of the wine red component in the icon since there was no item with wine it was used on the grapes, as it is used to make wine. The repetitive element is only used for the Grapes and not the cheese. The grapes and cheese are designed to almost look like one but represent both the grapes and gouda, the cheese.





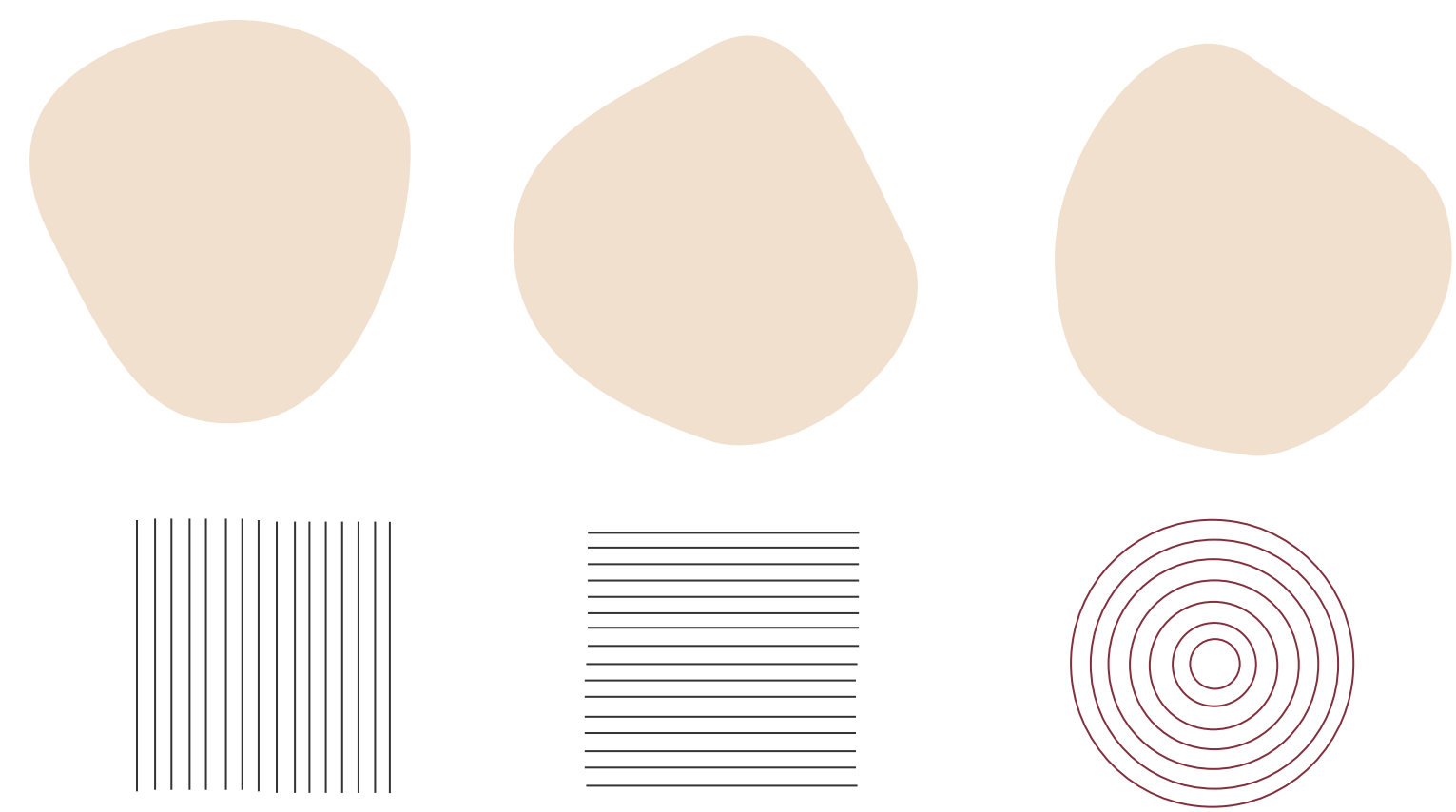
# Brand Artwork



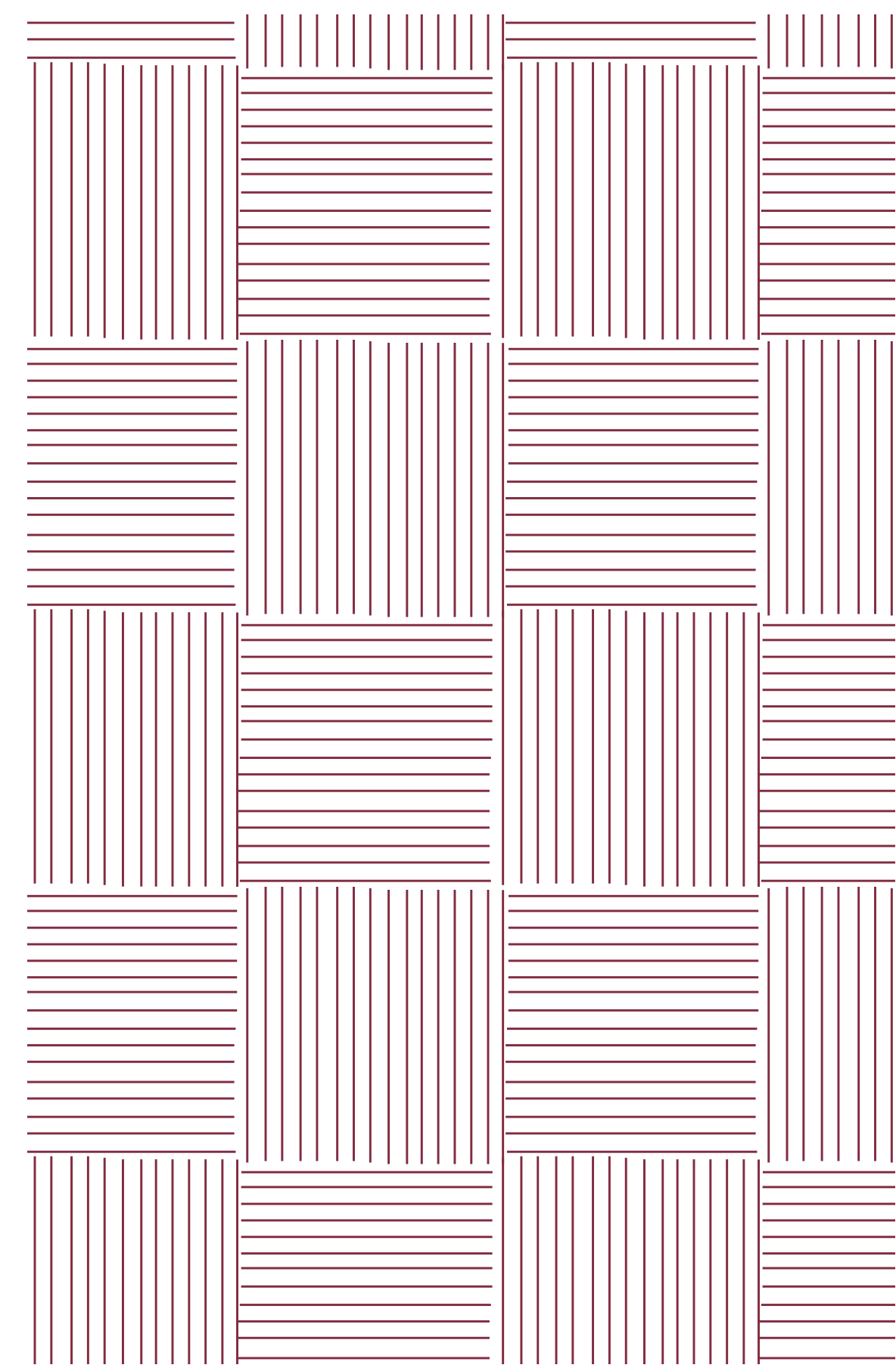
# Brand Artwork Rationale

The brand artwork for Vino Hub was meticulously crafted to embody the principles of minimalism and uniformity. A distinctive pattern emerged from the harmonious repetition of two design elements, carefully arranged in vertical and horizontal sequences. To evoke brand identity, the pattern was infused with Vino Hub’s primary color palette. Complementing this design, abstract shapes inspired by the brand’s light beige hue were incorporated in the icons. The recurring motifs such as lines and circles will be visible in some of the applications. This thoughtful integration ensures a cohesive visual identity that resonates across various brand touch points.

## Design Elements



## Pattern





# Signage & Applications

# Signage - Flat Design

The signage designs crafted for Vino Hub entailed sandwich boards strategically positioned in front of each department. These designs showcased a distinctive patterned background, accentuated by a centered icon representing each department. Paired with an enticing phrase encapsulating the essence of the department, each board featured an arrow directing attention towards its respective entrance.





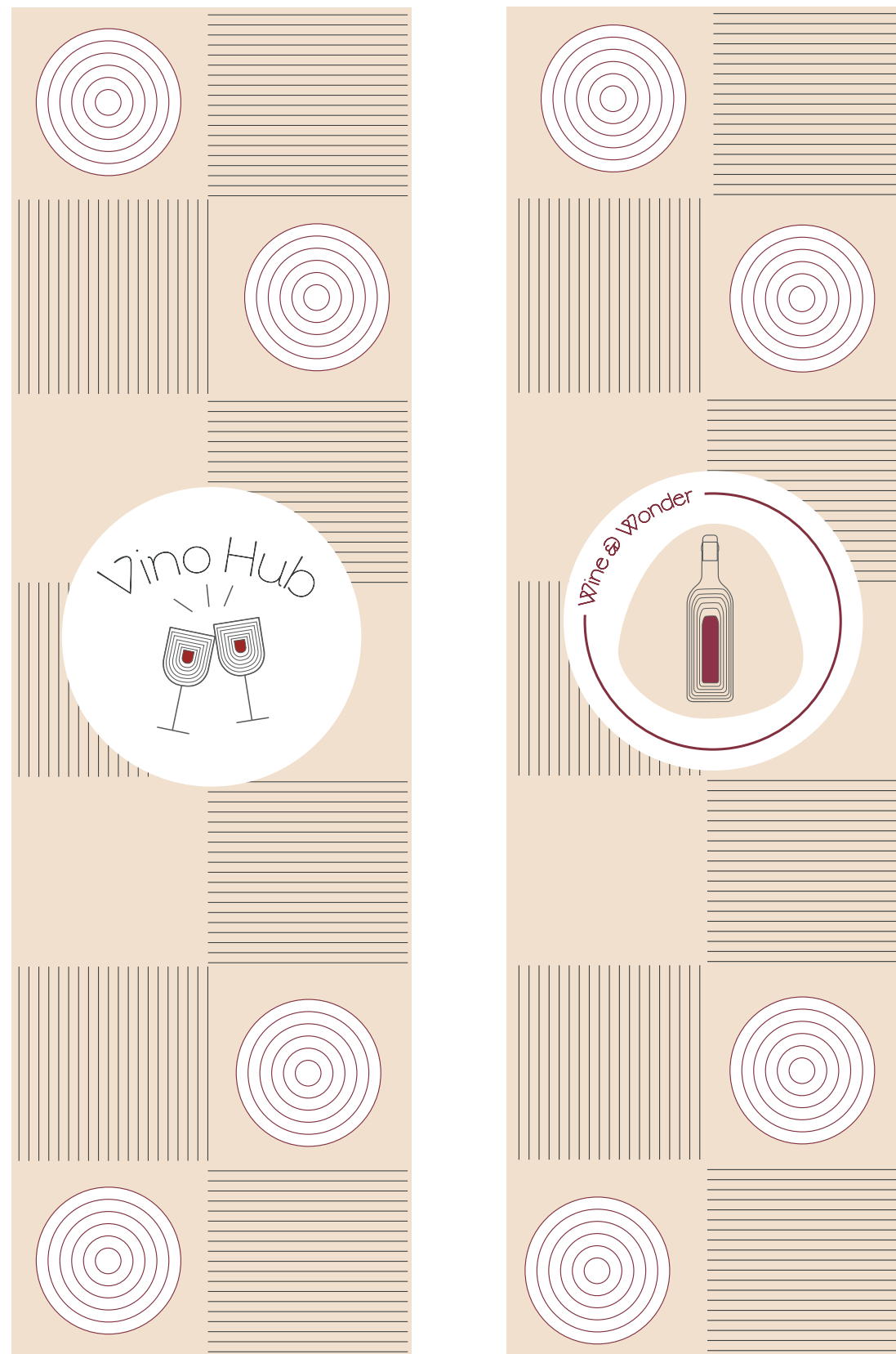
# Signage - Mock-up





# Applications - Wine Bottle Bag

The first application designed was an elegant Wine bottle bag exclusive to the Wine & Wonder department, offered as a complimentary gift with the purchase of a fine wine bottle. On the front side, the distinguished Vino Hub logo takes center stage, while the reverse side features the iconic emblem representing the Wine & Wonder Department. Notably, the bag's design showcases an interplay of lines and circular motifs, echoing the brand's aesthetic essence.



# Applications - Wooden Wine Box

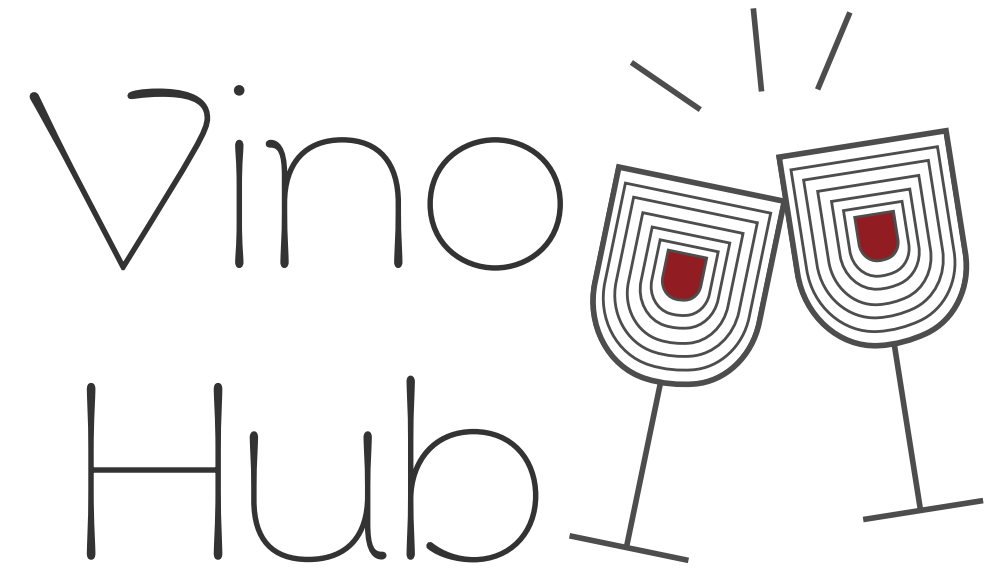
The next creation was tailored for the Pour & Pair department, featuring its distinctive icon alongside the iconic Vino Hub logo. This Wooden Wine box is to accommodate one or two bottles of wine, making it the perfect vessel for gift-giving occasions. With our signature pattern adorning the perimeter of the box, the center space is reserved for heartfelt wishes, adding a personal touch to every memorable moment.





# Applications - Cheese Board

The third application design catered specifically to the Grape & Gouda department, where we showcased a lockup of their logo on all the cheese boards provided for wine tasting. Each cheese board boasts a tasteful carving of the Vino Hub logo, elegantly positioned at the top left corner.





# Stationery System



# Stationery - Coaster + Business Card

Our first stationery item for Vino Hub ingeniously combines functionality with brand exposure: the Business card doubles as a coaster, offering a practical yet stylish addition to any home or office setting. This innovative design encourages recipients to keep the card within reach, transforming it into a daily reminder of our brand. Moreover, when used in social settings, it becomes a vehicle for organic marketing, spreading awareness of our company with every use.





# Stationery - Invitation with a sleeve

Our stationery collection introduces an invitation sleeve for our renowned Wine & Cheese nights at Grape & Gouda. The sleeve features our brand colors and logo, with the department icon enlarged for a touch of elegance. Pull out the invitation card—a charming cheese board replica—to unveil event details. With its wood texture, it sets the scene for a memorable evening of indulgence.





# Invitation and Sleeve Mock up



# Stationery - Gift Card Holder and Gift Cards

Introducing our chic gift card collection at Vino Hub. Available in \$20, \$50, and \$100 denominations, each white plastic card boasts our signature pattern background and the Vino Hub logo on the front. The back features a magnetic strip and barcode for easy use. In addition, when you purchase one of our gift cards, it comes in a stylish Gift Card Holder shaped like a wine bottle. Crafted from premium black board, the holder includes a space for your handwritten message and two slots to securely hold the card. Elevate your gifting with Vino Hub.





# Gift Card Holder and Gift Cards Mockup





**Thank you!**