

Brought to you by  
**CANNED WINE CO**

Brand Guidelines

# ABOUT

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*Our purpose is to elevate thoughtful connection between people, planet, and place, through wine. From unusual grape varieties to classical wine regions, rustic styles to more refined examples, we hope to engage with our customers and ignite a sense of discovery through our wines. We use our industry-leading technical understanding and partner with talented winemakers to capture and share a sense of place and time.*

***Brought to you by Canned Wine Co.** is a global mark of trust for quality, sustainability and talent in wine.*

# BRAND PORTFOLIO

Brought to you by  
**CANNED WINE CO**

Sustainability | Quality | People

THE  
**Copper  
Crew**

Vibrant | Social | Adventurous

**CANNED WINE CO**

Elegance | Provenance | Experience

CANNED WINE CO

*Heritage Collection*

History & Place

Showcasing fine examples of wines from historic wine regions. The **regions** are renowned for specific grapes and styles which we reflect in our wines.

**CANNED WINE CO**

VARIETAL COLLECTION

Vintage & Discovery

Offering exemplary **varietal** wines reflecting the winemakers' talent, the grape and year's natural characteristics.

# CANNED WINE CO

Brand Guidelines

# BRAND STORY

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Elegance | Provenance | Experience

With award-winning wines driven by provenance, grape variety and most importantly flavour, Canned Wine Co. presents exciting wines from some of Europe's most talented winemakers.

From Markus Huber, one of the most acclaimed new generation winemakers in Austria, to Norrel Robertson MW, the Flying Scotsman, famed for his Garnacha wines grown on old-vines in the Iberian Mountains. Canned Wine Co. works with pioneers who share their philosophy of sustainability and quality whilst being at the cutting edge of future wine formats.

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## Taglines and key messages:

Exciting wines #toogoodtobottle

Discover wines too good to bottle

Drink less, drink better

## Tone of voice

Clear, informative and approachable.

# TYPEFACE & COLOURS

Primary Headline / Gotham Medium

abcdefghijklm  
nopqrstuvwxyz

Body Text / Gotham Light

abcdefghijklm  
nopqrstuvwxyz

Fallback Font / Assistant Light or Regular

abcdefghijklm  
nopqrstuvwxyz

Alternate Text / Roca Regular

abcdefghijklm  
nopqrstuvwxyz



Iron Blue	Space Blue	Teal Blue	Powder Blue	Ivory White	Daisy White	Orchid Purple	Lavender Haze
Hex #23394b	Hex #042d45	Hex #52a5b0	Hex #c1e7ea	Hex #faf6e3	Hex #fffd6	Hex #ae89b2	Hex #f3eaf4
CMYK 89,67,46,46	CMYK 100,76,46,49	CMYK 67,16,30,1	CMYK 28,0,11,0	CMYK 3,2,15,0	CMYK 0,0,4,0	CMYK 37,51,10,0	CMYK 5,10,0,0
Pantone 432 C	Pantone 289 C	Pantone 7709 C	Pantone 7457 C	Pantone 11-0105 TPX	Pantone 11-0700 TPG	Pantone 521 C	Pantone 7443 c
Notes: <b>Logo &amp; text colour</b>	Notes: To make large bodies pop	Notes: Highlight & social media colour	Notes: Hightlight colour	Notes: Highlight colour	Notes: <b>Main backing colour</b>	Notes: Highlight colour	Notes: Highlight colour

# LOGOS - Main Logo

**Preferred Colour:**  
Where possible use the iron blue

CANNED WINE CO

**Alternate Colour:**  
Use the white logo on darker backgrounds

CANNED WINE CO

**Alternate Layout:**  
For when there is reduced space.

CANNED  
WINE CO

**Alternate Colour & Layout:**  
For when there is reduced space

CANNED  
WINE CO

CANNED WINE CO

Use of space:  
The letter 'C' should be used to space out the logo between other objects.



What **not** do:



Do not change the font



Do not change the colour of our logo



Do not rotate the logo



Do not change the size relationship

# LOGOS - Stamp Logo

**Preferred Colour:**  
To be used when needed.



**Use of space:**  
The letter 'C' should be used to space out the logo between other objects.



**Social Media Colour:**  
Used for social media profile image



**What not to do:**  
Do not do any of the steps before with this logo.



Do not change the text colour

## Naming Rules

Canned Wine Co. should always be called: ***Canned Wine Co.***

Canned Wine Co. should never be called: *The Canned Wine Co.*, *Canned Wine Co (without the dot on the end)*, *Can Wine Co*, *Canned Wine Company*, *Canned Wine & Co.*, *Canned Wine*



Do not change the top of the logo colour from white



THE  
**Copper**  
**Crew**

Brand Guidelines

# BRAND STORY



**Vibrant | Social | Adventurous**


The Copper Crew range offers characterful, fruit-forward and playful wines for every occasion.



The Copper Crew was founded by two friends, Oli and Theo, who wanted more from their wine.

Canned Wine Co. and The Copper Crew have united, creating the Canned Wine Group. Together, we share a vision for a better way to enjoy wine - one that allows freshness, quality and sustainability.

Brought to you by Canned Wine Co., The Copper Crew brings an exciting range of wines from Puglia, a region with a rich history of great food and wine.



## **Taglines and key messages:**

Welcome to the Crew!

Not for the cellar, for everywhere else.

#notforthecellar #foreverywhereelse

#thegoodtimes #thebeach #thefootball #festivals

## **Tone of voice:**

Friendly, playful, fun and charismatic.

# TYPEFACE & COLOURS

Primary Headline / Laken Medium

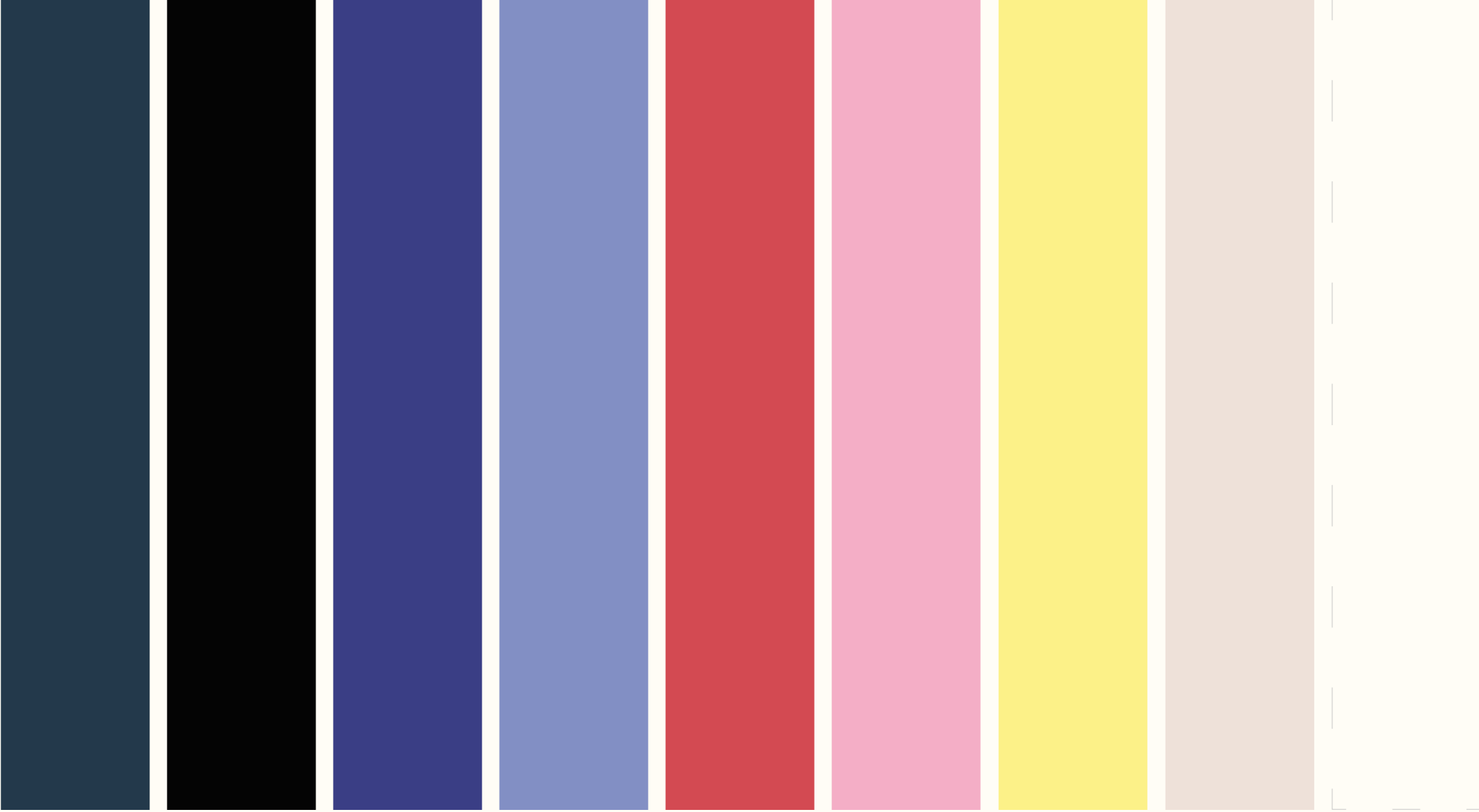
abcdefghijklm  
nopqrstuvwxyz

Secondary Text / Brandon Grotesque Medium

abcdefghijklm  
nopqrstuvwxyz

Body Text / Assistant Light or Regular

abcdefghijklm  
nopqrstuvwxyz



Iron Blue      Coal Black      Indigo      Cloud Blue      Red Velvet      Fondant Pink      Lemon Drizzle      Light Brown      Daisy White

Hex #23394b      Hex #040404      Hex #3a3e85      Hex #828fc4      Hex #d34a52      Hex #f4aec6      Hex #fcf188      Hex #eee1d9      Hex #fffd6

CMYK 89,67,46,46      CMYK 88,76,62,95      CMYK 92,83,12,2      CMYK 55,42,3,0      CMYK 12,82,60,2      CMYK 0,42,6,0      CMYK 4,0,57,0      CMYK 8,13,15,0      CMYK 0,0,4,0

Pantone 432 C      Pantone Black 6 C      Pantone 7686 C      Pantone 659 C      Pantone 7418 C      Pantone 707 C      Pantone 602 C      Pantone 13-0907 TCX      Pantone 11-0700 TPG

Notes: Secondary logo colour for when next to CWC logo      Notes: Main Logo and Text Colour      Notes: Highlight Colour      Notes: Highlight Colour      Notes: Red Wine Colour      Notes: Rose Wine Colour      Notes: White Wine Colour      Notes: Alternate Stamp Logo Colour      Notes: Main backing colour



# LOGOS

## Preferred Main Logo Colour:

Where possible use the coal black colour. Use iron blue colour when displayed next to the Canned Wine Co. logo.



THE  
Copper  
Crew

## Alternate Main Logo Colour:

Use the daisy white logo on darker backgrounds.



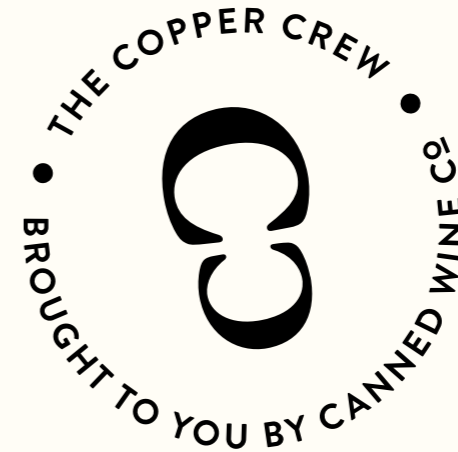
THE  
Copper  
Crew



THE  
Copper  
Crew

## Stamp Logo Colour:

Use the coal black colour for when you want the stamp to stand out. Please keep the logo at the set angle.



## Alternate Stamp Logo Colour:

Use the light brown logo as alternate logo option for when it is not as important. Please keep the logo at the set angle.



## Naming Rules:

The brand name is *The Copper Crew* and should be used in most instances.

Where appropriate, on social media or colloquially, it can also be referred to as Copper Crew or The Crew.