



QUINTA
DA
PEDRA
ALTA
DOURO PORTUGAL

BRAND GUIDELINES

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WELCOME

Quinta da Pedra Alta (high stone) is a winery located in Soutelinho-Favaios near Alijó, in the Cima Corgo sub-region of the Douro Valley, Portugal.

Quinta da Pedra Alta is the only vineyard in the Douro to have three of the granite markers (Feitoria) that were awarded to the best land for the demarcation of the Port region in 1761.

The Quinta was purchased by Ed and Isabelle Woodward in July 2018 with their vision and ambition to work with Joao Pires, Matt Gant and Andy Brown to bring these fabulous wines to our tables and an exciting new chapter in its long history has begun.

1.1 OUR VALUES

INTEGRITY

We believe in, and are passionate about, what we do and we respect our Portuguese home and roots.

DESSENRASCAR

We think differently and find away.

BREAKING BREAD AND MAKING WINE

We bring people together through wine.

FAITH IN THE LAND

We look after the land, and the land looks after us.

FOR MAX AND EVA

We always look forward.

SIMPLE COMPLEXITY

We make the complex, simple: never basic.

1.2 OUR PERSONALITY

YOUNG AND DETERMINED

Future looking and prepared to do things differently.

DOWN TO EARTH

Real and Honest.

CONTEMPORARY PORTUGUESE

Old World charm with New World energy.

PRECISE

Exacting about taste.

SOCIABLE AND INCLUSIVE

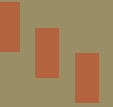
Breaking bread and making wine. Wine is about bringing people together.



1.3 OUR ESSENCE



FAITH IN THE LAND



LAND

Only Quinta with three 'Feitoria.' Our land gives us the scope to grow grapes between 250m and 450m.

GRAPES

More than one varietal of grapes are planted together and the land allows us to grow a breadth of grapes. These together give us our quality and depth of character.

PEOPLE

We believe in that two heads are better than one and the concept of 1+1=3. The relationship between Joao and Matt; Joao= and the land; Isabelle, Ed, Andy, Matt and Joao.

1.4 OUR DIFFERENTIATORS

TASTE

To quote Joao: "Taste, Taste, Taste."
Joao believes the grapes taste of the land. Our wines have an easy drinking profile with a complexity and depth from the Douro minerality.

METHOD

We cultivate our grapes and make our wine with nature and man, and nothing else.

PROVENANCE

Home is in the Douro but global influence gives us a new perspective. Old World Charm with New World Energy.



1.5 ARCHITECTURE

The wines from Quinta da Pedra Alta showcase the breadth and diversity of the grapes we grow in our vineyards.

We have the perfect partner at each stage of the meal from aperitif through to dessert:

- Branco & Tinto
- Branco & Tinto Reserva
- Premium Reds
- Pedra No3 White Port
- Pedra No 10 Tawny Port
- LBV
- Vintage

WINES



PREMIUM RED
RIO/FORCADAS/MELHOR



BRANCO & TINTO
RESERVA



BRANCO & TINTO

APERITIF

WHITE PORT



TAWNY



FORTIFIED WINES

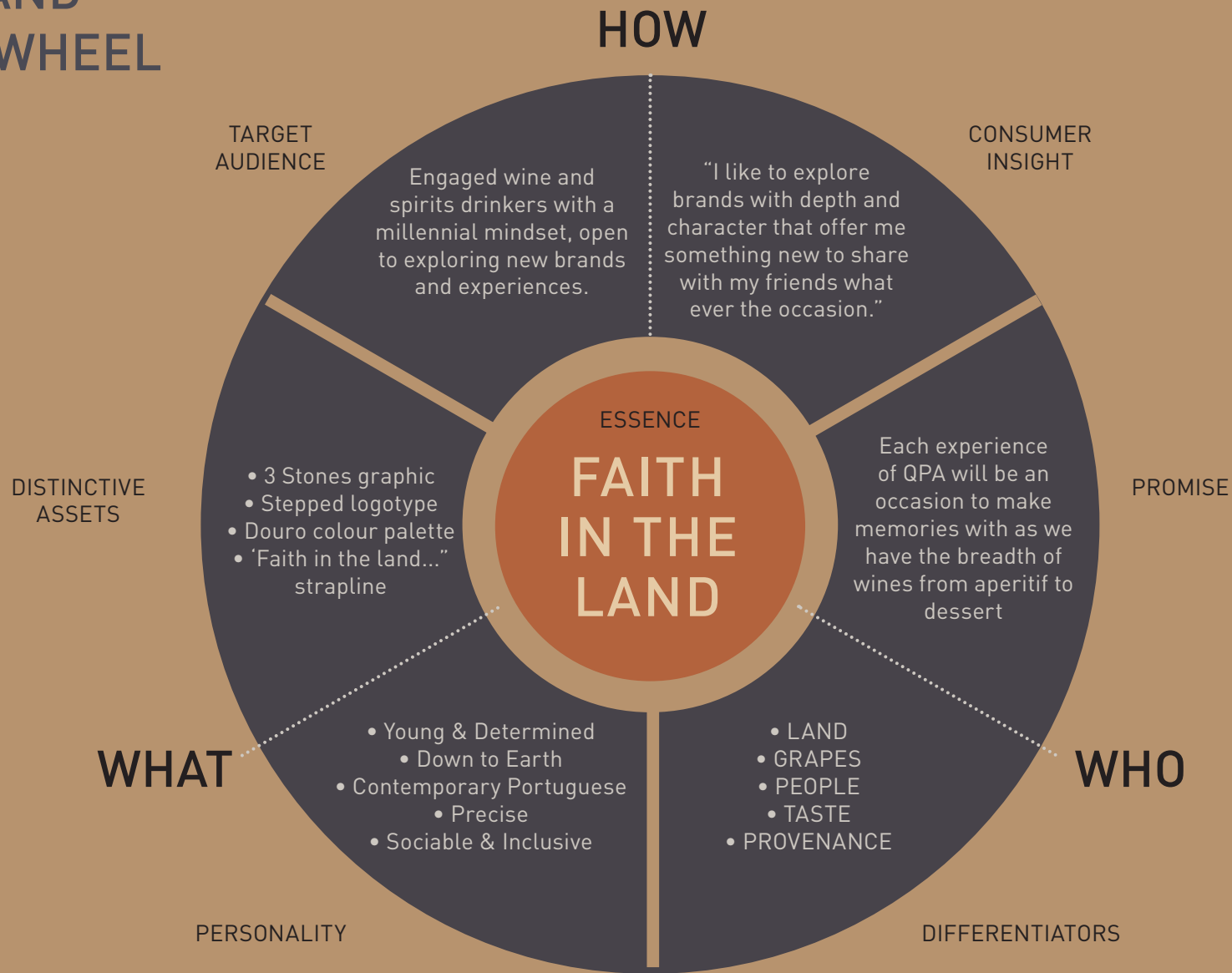
VINTAGE



LBV



1.6 BRAND WHEEL



2.0 MASTER LOGO

The Quinta da Pedra Alta logo consists of three elements: the logotype, the graphic of the three stones, and the provenance line.

This master logo is a locked unit, however in some situations it may be used as individual elements.

Off pack, the master logo is always shown in one colour from the master colour palette, or in the simulated foil version supplied. Where this is not possible, the logo may be shown in black.

The relationship between the elements has been positioned to fit on a bespoke grid and should not be adjusted or scaled in any way. Artwork should be created using the master logo files supplied.



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2.1 CLEAR SPACE & MINIMUM SIZE

Clear Space

To prevent other items encroaching onto the master logo, a clearance area around the logo is required using the measurement 'a'. No other items may enter this exclusion zone.

Minimum Size

The logo should never appear smaller than 30mm wide to ensure legibility.

Clear Space



Minimum Size





2.2 LIMITED SPACE

When limited space is available or when using restrictive printing methods (eg. the cork), it is permissible to use the logo without the provenance line.

Horizontal lock up

When there is only horizontal space available this alternative lock up may be used, with or without the provenance line.



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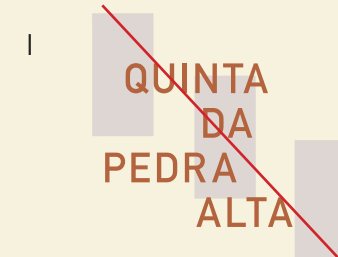
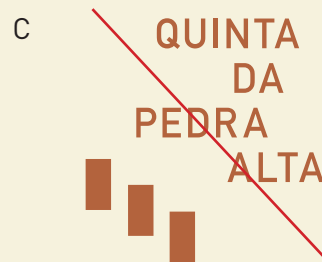
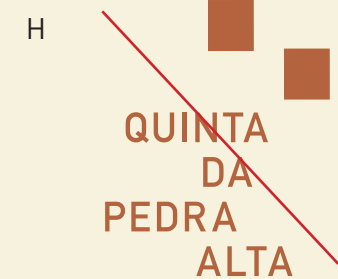
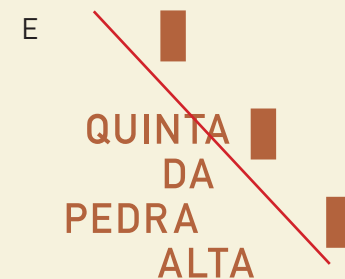
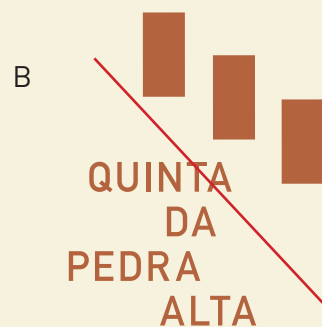
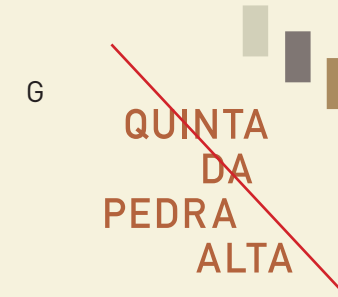


QUINTA DA
PEDRA ALTA

2.3 INCORRECT USAGE

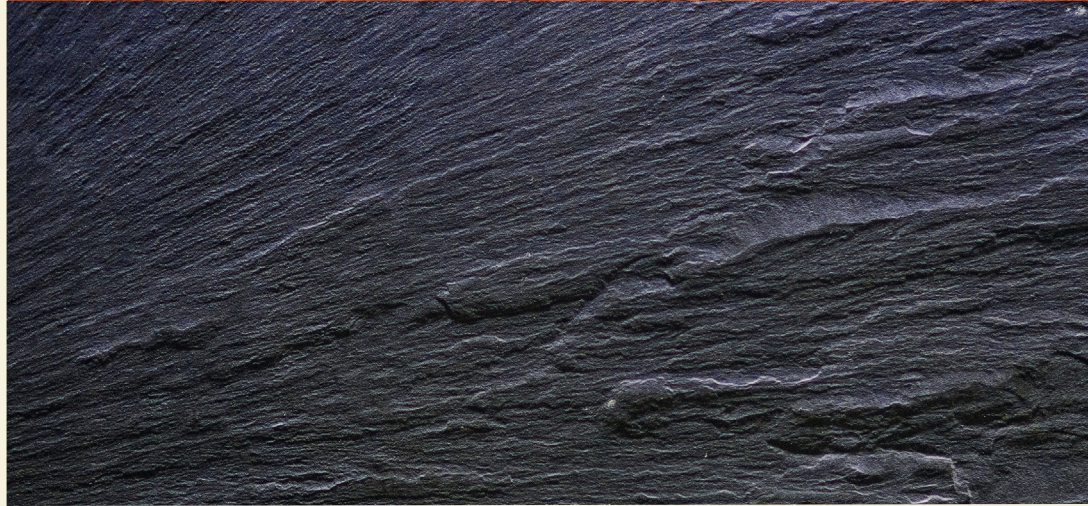
Shown here are examples of the incorrect logo usage:

- A-B.** Don't change the proportions of the logo type to the stones.
- C.** Don't change the location of the stones in relation to the logo type
- D.** Don't break up the logo type
- E.** Don't change spacing in-between the stones
- F.** Don't rotate logo
- G.** Don't individually change the stones colours
- H.** Don't change the shape of the stones
- I.** Don't use stones as watermark



2.4 COLOUR INSPIRATION

The Quinta da Pedra Alta masterbrand colour palette is inspired by the colours of the Douro landscape.



2.5 COLOUR PALETTE



The Quinta da Pedra Alta masterbrand colour palette is made of three colours: schist, copper and stone.

In some cases a foil or metallic ink will not be able to be used, in which case the terracotta reference should be used instead.

A secondary colour palette of natural earthy colours have been selected: earth, olive, vine, warm stone and quartz.

PMS 7448 U C 63 M 68 Y 41 K 15 R 114 G 104 B 116		KURZ LUXOR 396 PMS 10135 C PMS 2429U C 22 M 67 Y 82 K 12 R 179 G 100 B 62	PMS 7527U C 03 M 04 Y 11 K 05 R 220 G 215 B 210	
PMS 2318 U C 0 M 34 Y 56 K 37 R 161 G 126 B 101	PMS 7557 U C 23 M 32 Y 75 K 08 R 165 G 141 B 95	PMS 5835 U C 32 M 22 Y 78 K 19 R 147 G 143 B 102	PMS 7502 U C 06 M 18 Y 48 K 13 R 199 G 175 B 135	PMS 7501 U C 05 M 09 Y 26 K 02 R 222 G 203 B 165



2.6 TYPOGRAPHY

The primary typeface to be used for the Quinta da Pedra Alta brand is DIN.

Regular and Medium weights may be used.

This typeface should be used for headings in block capitals and body copy in sentence case. Do not use alternative versions of DIN.

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



2.7 ONLINE TYPOGRAPHY

In online situations it may not be possible to use DIN. When it is not possible, a good alternative is Arial Regular and Bold which can be used online and across Powerpoint and Word.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

2.8 STONE INSPIRATION

Quinta da Pedra Alta is the only Quinta to have three 'Feitoria'. These stone markers were awarded to the best land during the demarcation of the Port region in 1761.

From a birds eye view of the land, these ancient markers form a line across the vineyards of Quinta da Pedra Alta.





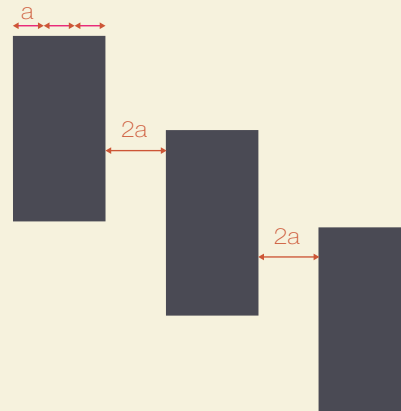
2.9 STONE USAGE

The three stones are a distinctive asset for Quinta da Pedra Alta brand and form a key part of the logo.

These stones can be used as a solid or as a die-cut, however when they are die-cut, they need to be spaced further apart to appear visually the same.

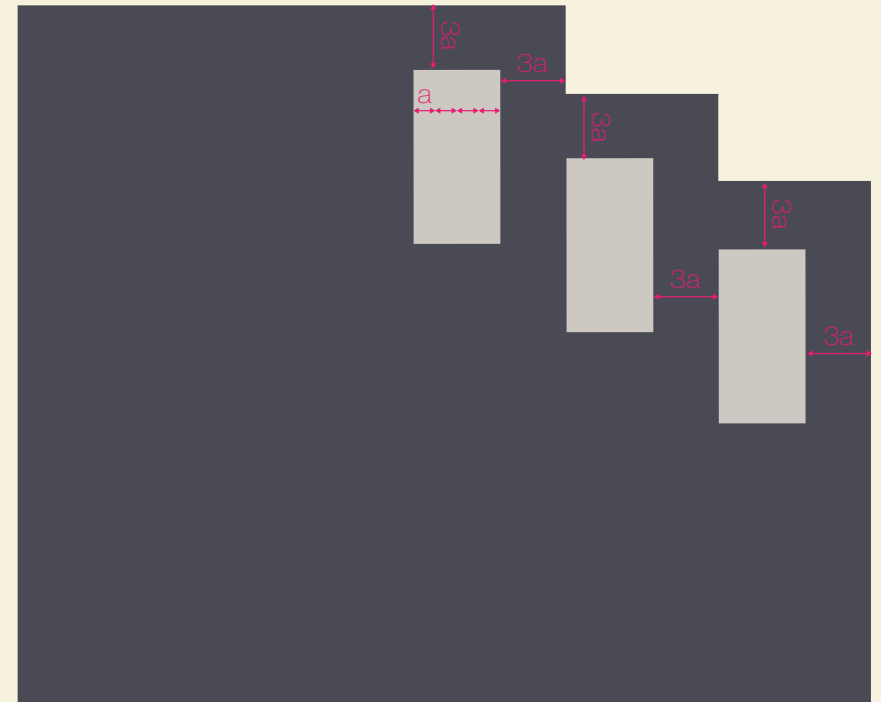
Print

a = one third of a stone



Diecut

a = one quarter of a stone





2.10 STRAPLINE

'Faith in the land since 1761' is our strapline.

This is used as a secondary element, with the logo being the primary, to help tell the story to the consumer.

It may be used in one or two lines, space permitting and at the designer's discretion.

One line

FAITH IN THE LAND SINCE 1761

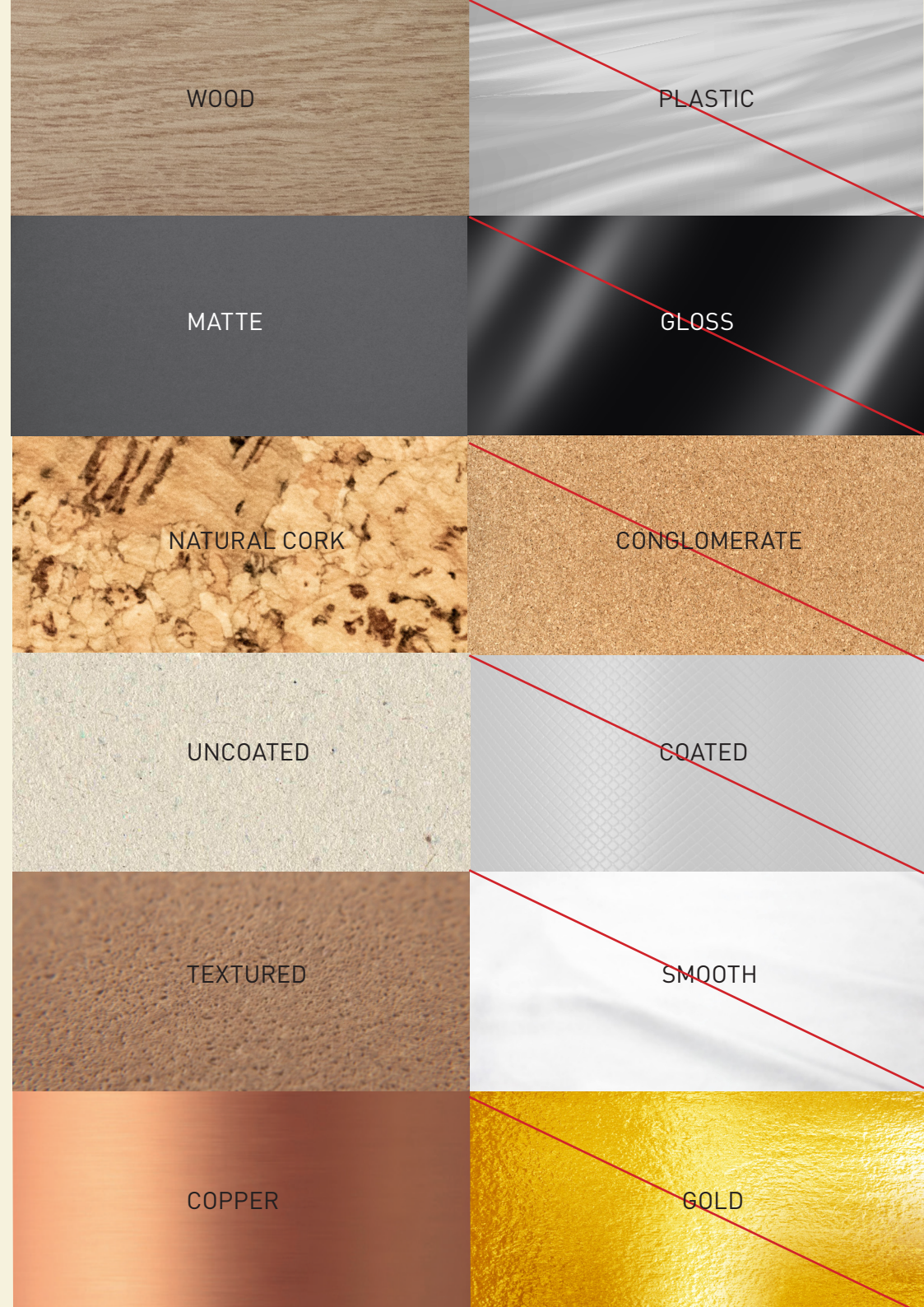
Two lines

**FAITH IN THE LAND
SINCE 1761**

2.11 FINISHES GUIDE

Examples here reflect the feel for the brand when it comes to materials & finishes.

- Wood not Plastic
- Matte not Gloss
- Natural cork not Conglomerate
- Uncoated not Coated
- Textured not Smooth
- Copper not Gold



2.12 LOOK AND FEEL

Examples shown here reflect the look and feel of the brand.



MINIMAL NOT BASIC



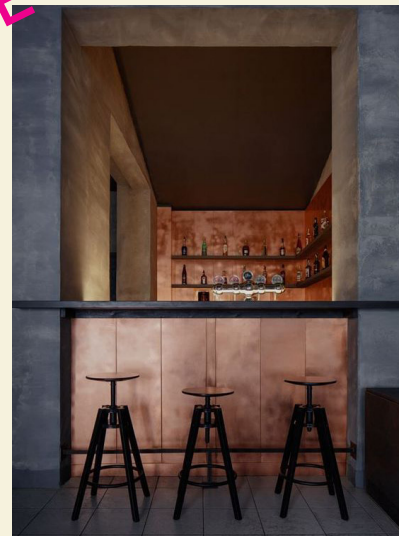
PREMIUM BUT INCLUSIVE



RICHNESS OF MATERIALS



RAW NOT RUSTIC



CONTEMPORARY WARMTH



BOLD WITH NATURAL ELEMENTS

2.13 PHOTOGRAPHY STYLE

Mixing colour and black & white photography to capture the beauty of the land and product – e.g. heroic terraces of the valley and bringing a sense of sunlight interacting with the land.

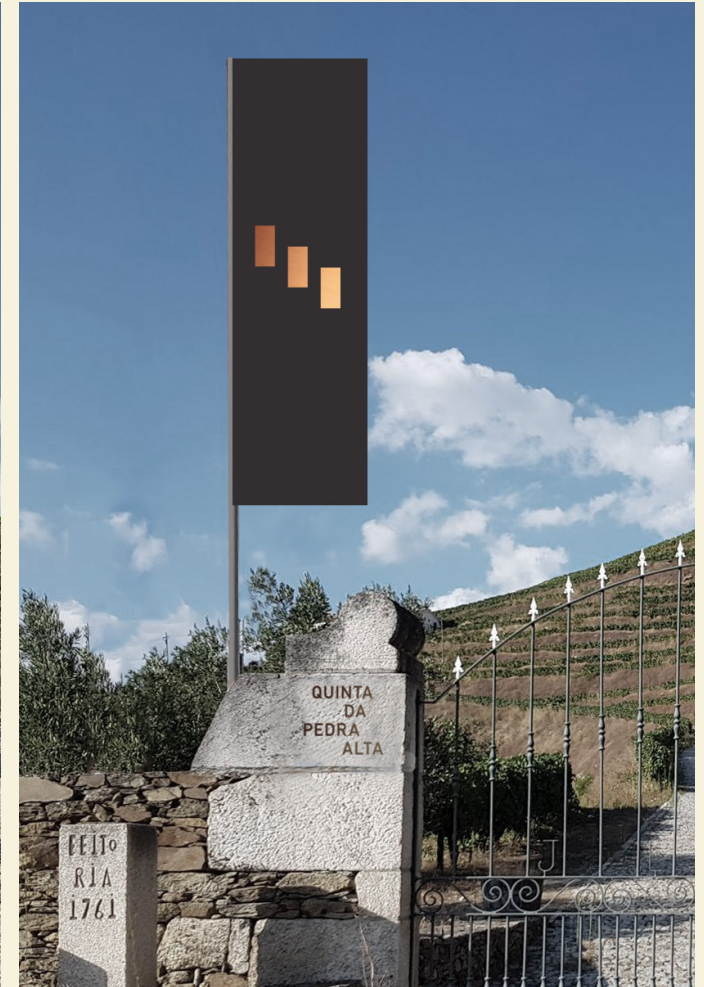
When shooting products we should aim to capture light e.g. long shadows of the glasses hinting at an afternoon/aperitif occasion. Close-up shots can be used to feature details telling the stories: e.g. close ups of hands, grapes, barrels.



3.1 FLAG



Shown here is an example of the identity applied to a flag. It is permissible on some applications to separate the marque from the logotype.

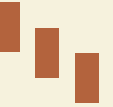


3.2 APPAREL

Shown here is an example of identity application on a Polo shirt. Apparel colours should feel natural eg. greys, stones etc.



3.3 STATIONERY



Shown here is an example of identity application onto a business card with the stones die-cut in a similar way to the packaging.



3.4 DIGITAL

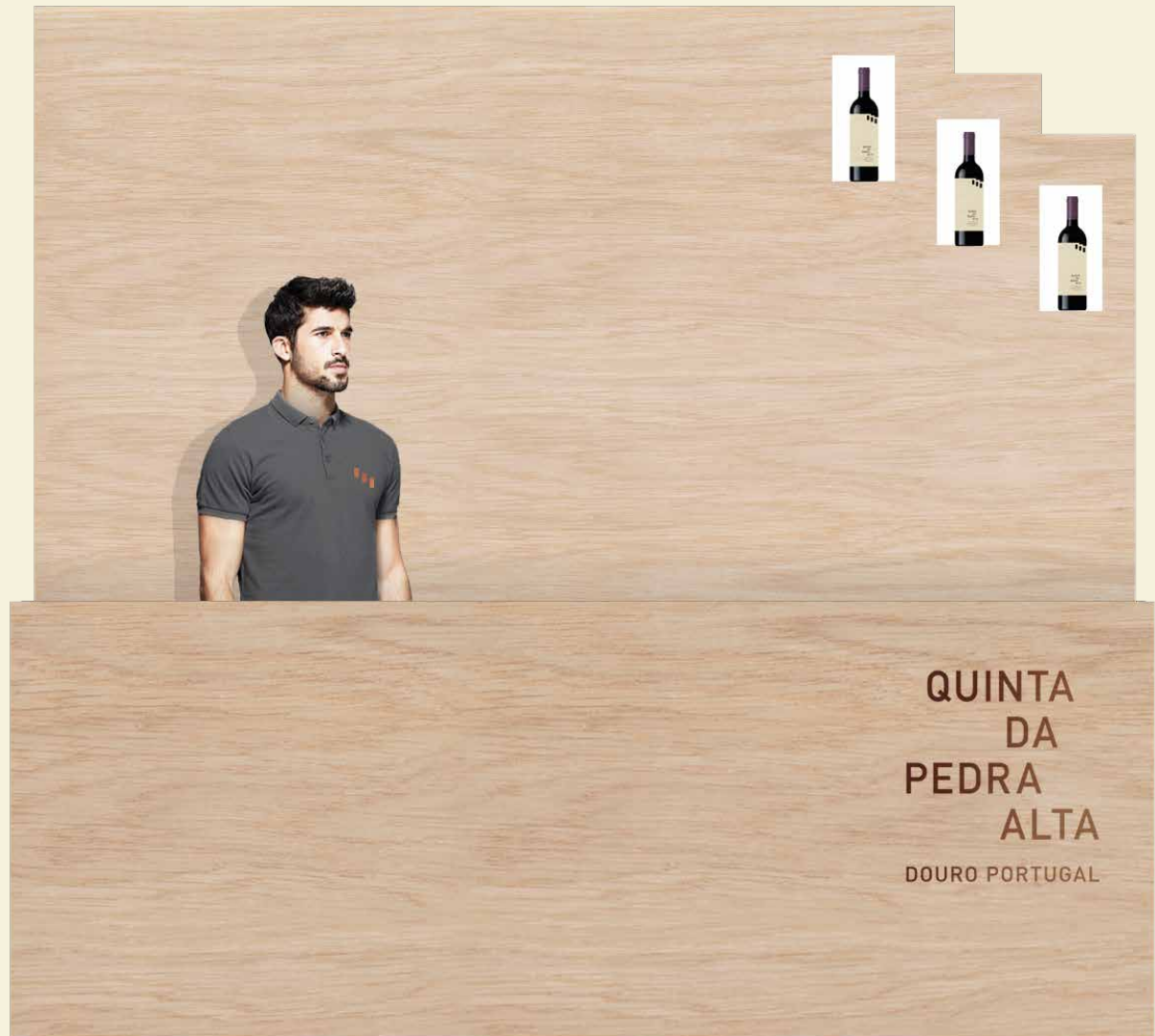
Shown here is an example of identity application onto a web-page: beautiful moody landscape, minimal colours, heroing the brand lockup in the top right corner.



3.5 TRADE STAND

Shown here is a sketch of what a trade stand for Quinta Da Pedra Alta could look like. The whole stand could be made of ply or pale wood with the three stones die-cut as windows to display the wines.

The branding could be burned into the wood to add an honest, real feel.





3.6 BRAND PATTERN

Shown here is a sketch of what a repeat pattern of the logo will look like, used for a paper wrap or other gifting options.





QUINTA DA PEDRA ALTA
SOUTELINHO-FAVAIOS
5070-272 ALIJÓ
PORTUGAL

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