

WINDO

BRAND GUIDE

# ABOUT THE BRAND

**Vino** is a colorful, eclectic wine bar located in Miami's Design District. It aspires to be every millennial's favorite Instagram worthy location. Make Vino your go-to place for happy hour, date night or a girl's night out.

# LOGO VARIATIONS

VIINO.

PRIMARY

VIINO.

SECONDARY

VIINO.

COLOR KNOCKOUT

VIINO.

KNOCKOUT

# COLOR VARIATIONS

VIINO



VIINO



# IMPROPER LOGO USAGE

VIINO.

DO NOT USE MULTIPLE  
COLORS FROM COLOR  
PALETTE

VIINO.

DO NOT USE COLOR NOT  
IN COLOR PALETTE

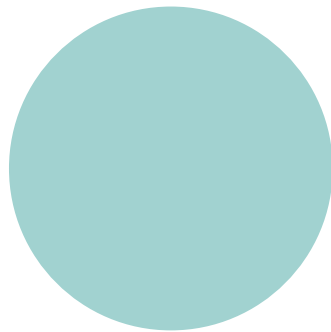
VIINO.

DO NOT DISTORT

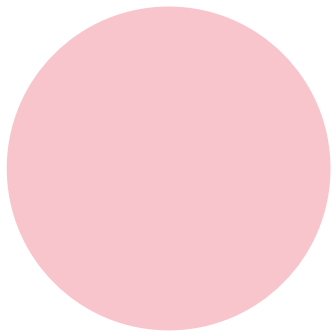
VIINO

DO NOT ROTATE

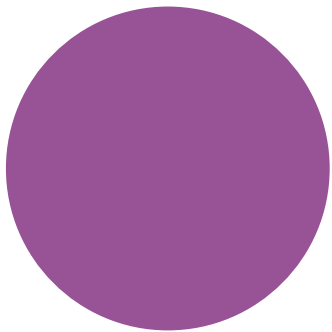
# COLOR PALETTE



POOL  
36 4 19 0



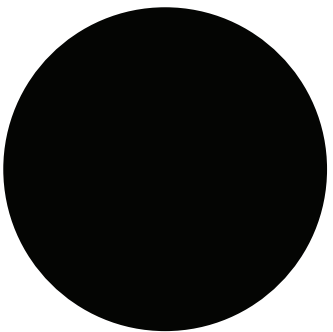
BLOSSOM  
0 27 9 0



BEET  
46 80 9 0



WHITE  
11 4 0



BLACK  
75 68 67 90

# TYPEFACES

MARQUEE MOON

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

Minion Pro

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  
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

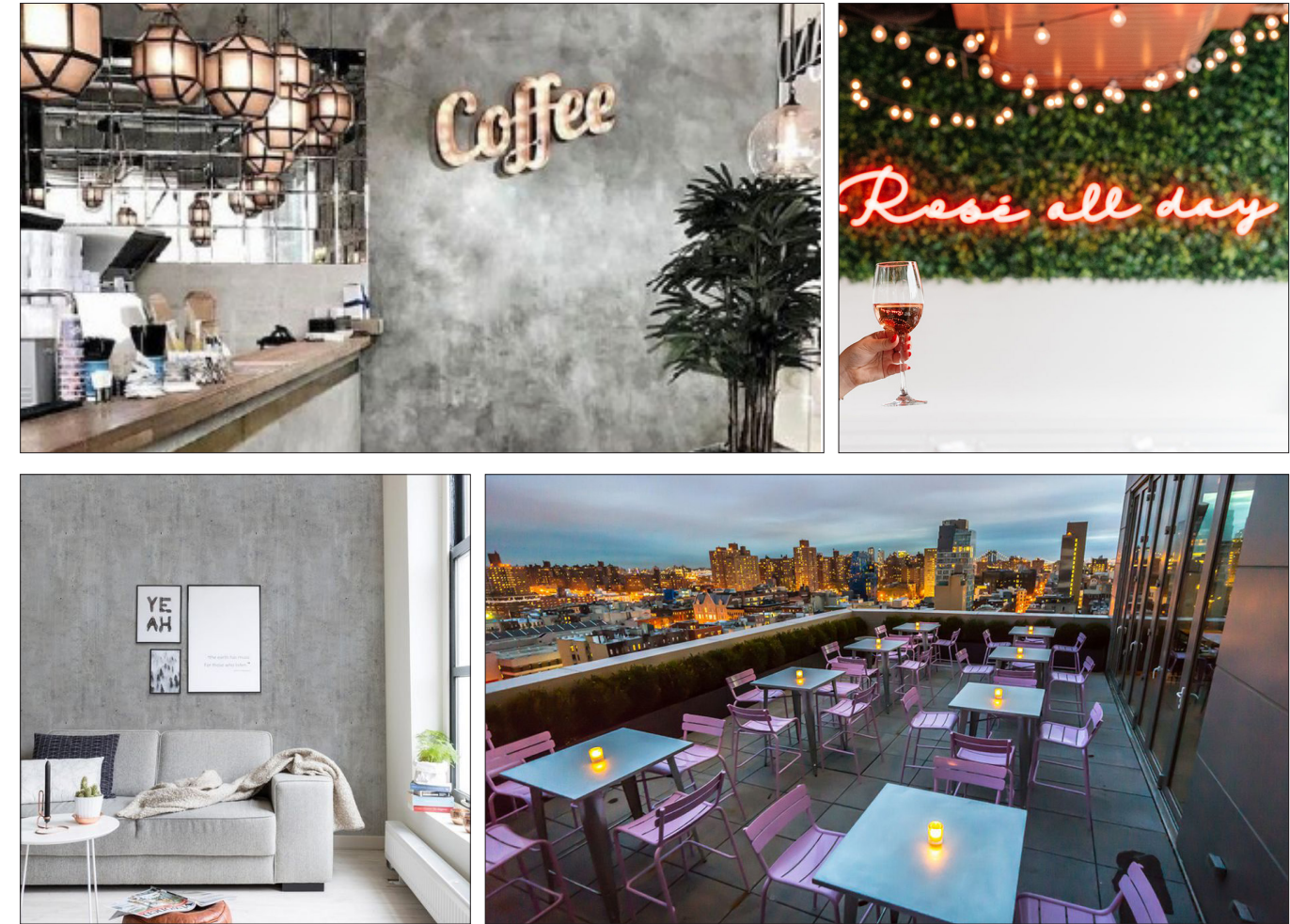
PAPAYA SUNRISE

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

# PATTERN



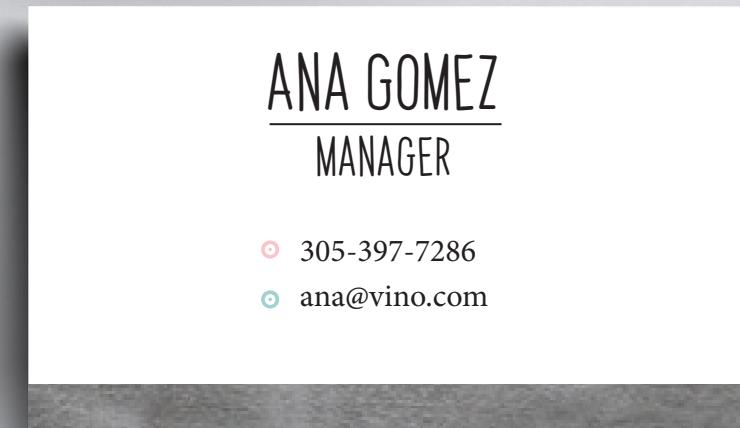
# INTERIOR DESIGN MOODBOARD





# BRAND ASSETS

## BUSINESS CARDS



# WINE GLASSES



# EMPLOYEE APRON



# MENUS



FROSE

tito's handmade vodka,  
rose wine, peach puree

SNACKS

Goat Cheese Croquetas | 10

Spicy Tuna | 15

Truffle Fries | 10

Mini Burger Sliders | 20

BOTTLES

RED

Imagery  
Pinot Noir | California

Sharecroppers  
Pinot Noir | Oregon

Penfolds  
Shiraz | Australia

Gouguenheim  
Malbec | Argentina

WHITE

Canetto  
Pinot Grigio | Italy

Schneider Kabinett  
Riesling | Germany

Wairaw River  
Sauvignon | France

Chateau Sancerre  
Sauvignon | France

ROSE

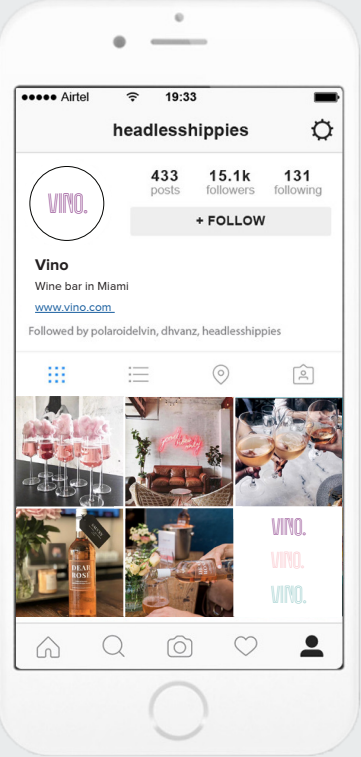
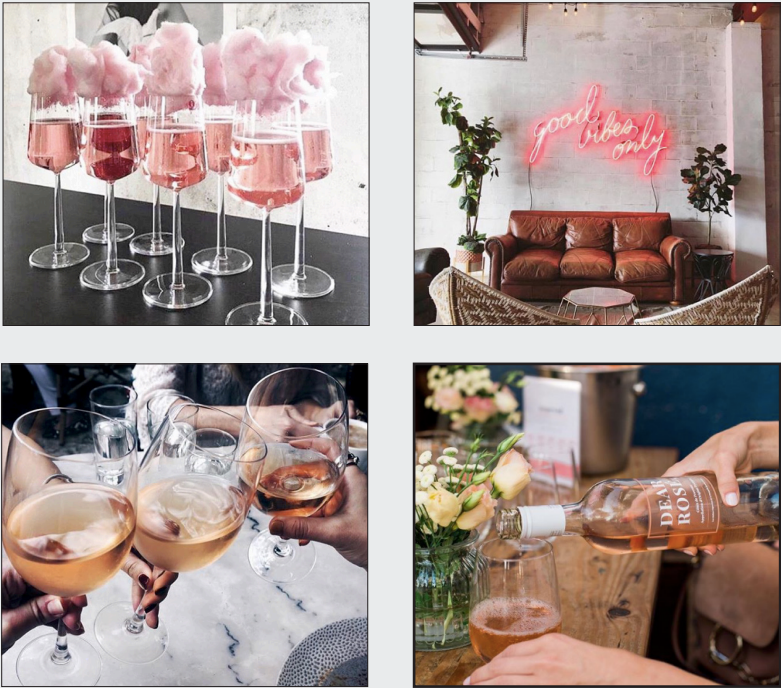
Coppola Sophia  
Rose | France

Miraval  
Rose | France

Whispering Angel  
Rose | France

Aix  
Rose | France

# SOCIAL MEDIA PROMOTION



## STRATEGY

Nowadays, the importance of social media has skyrocketed. Instagram is the perfect platform to reach a broad audience while maintaining a low budget. Customers will be attracted by the curated feed.

## CONCEPTS

Posts will consist of images of the brand's location, clients and wine. Instagram users can use #VinoAllDay for a chance to be featured on our page.