

# FLYER WINE

## VINTAGE

## FRIENDLY

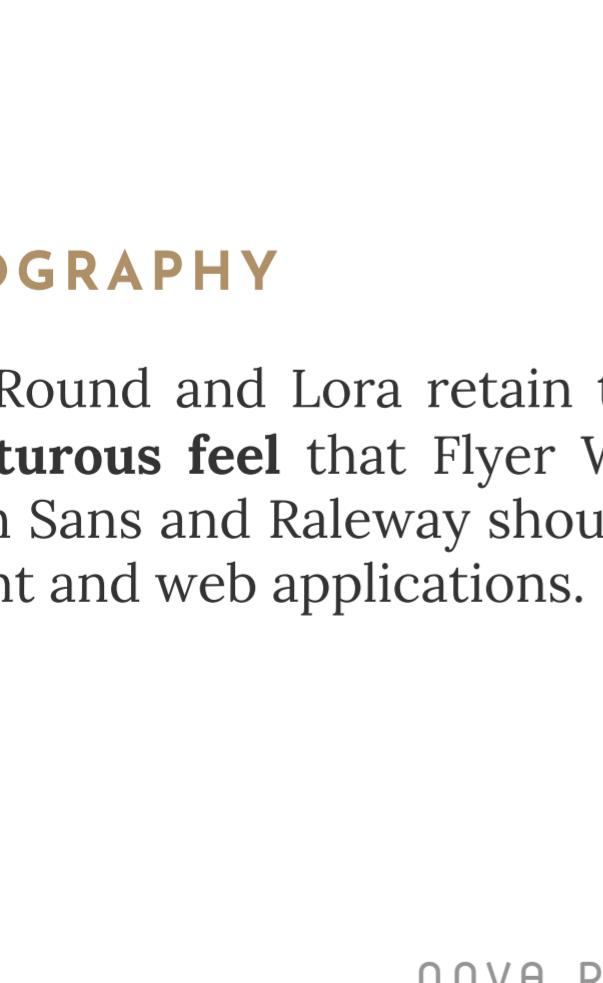
## ADVENTUROUS

### MOODBOARD

The inspiration for Flyer Wine is attention to detail with a specially crafted touch on wine. It's clean, vintage and minimalist but the icons and typography make it **inviting and adventurous**.

The target audience are casual wine drinkers who care about quality at a good price point. The vintage typography and logo express the **hard-working and hand-crafted** values of the brand.

The brand takes its name from the Wright brothers first plane as the first small batch of wine was made in Dayton, Ohio, birthplace of Orville and Wilbur Wright. The brand should have a down to earth vibe that emphasizes the time and quality that go into making small batch wine. People can share a bottle of Flyer Wine, **take a break from busy life and enjoy quality time with friends**.



# FLYER WINE

### COLOR USAGE

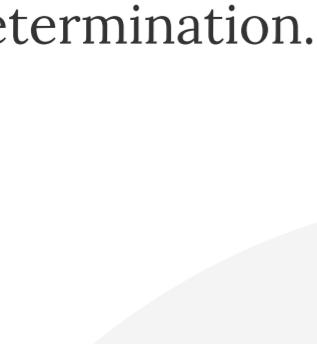
Flyer Wine will take a minimal approach to color to increase its effectiveness when used in conjunction with the logo, iconography and photography.

### SECONDARY LOGOS

Flyer Wine's secondary logos can be used in place of the primary logo but never with the primary logo. The secondary logos will be used to reinforce the brand and present a cohesive and consistent image to audiences.



# FLYER WINE



# FLYER WINE

### LORA

Regular

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

### NOVA ROUND

Book

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

### CHARCOAL

HEX: #333333



LIGHT GREY

HEX: #F4F4F4



NAVY

HEX: #213955



WINE

HEX: #5C0000



GOLD

HEX: #AE8F66

