

somm^sation™

Brand Guidelines

2023

Brand Guidelines

Published Monday, April 24, 2023

Contents

03	Hero Statement
04	Mission
05	Vision
06	Brand Positioning
21	Target Audiences

Hero Statement

A succinct way to communicate:

What we **do**.

Who we do **it for**.

What are the **results** for customers?

Sommsation **makes it easy for** wine lovers to indulge their:

- Thirst for great wines with seamless access to limited-production wines from independent wineries.
- Thirst for knowledge and connection with personalized wine tastings led by world-class Sommeliers.



Mission

OUR PURPOSE FOR EXISTING.

WHAT WE DO. WHY WE DO IT. HOW WE DO IT.

- Create the brand category **“Excellent Wines from Independent Wineries”** as a well-known, desirable, and differentiated brand category
- Use **Access, Connection, and Expertise** to become the #1 consumer brand in that category.

Beyond the wines you typically find en masse, there exists a whole world of exceptional quality wines from independent wineries. There’s a good chance you have yet to experience some of the most outstanding wines in existence.

Our mission is to connect wine lovers with superb, independent wineries and world-class sommeliers so you can access and experience the hidden gems of wine from anywhere.



Vision

THE BIG PICTURE & FUTURE OF THE BRAND.

WHAT WE WANT TO ACHIEVE AS A COMPANY.

Be the **top, go-to source** for finding and learning about independent wines.

To evolve the wine conversation so that “**Independent or Corporate**” is as recognizable and salient as distinguishing between “**Red or White?**” or “**California or France?**” when selecting a wine.

Develop and steward ***the*** community that connects wine lovers with sommeliers and independent wineries to expand the way people access and experience wine.



Brand Positioning



The Brand House SOMMSATION™

Brand Proposition

For the wine lover, Sommsation is the most trusted wine experience brand bringing together independent, small wineries and sommeliers who curate limited production wines for our online shop and personalized tasting experiences.

WHAT SOMMSATION DOES

Sommsation empowers wine lovers to indulge their thirst for great wines and knowledge by providing access to limited production wineries and world-class sommeliers in one convenient place.

WHY SOMMSATION MATTERS

Sommsation champions family-owned, independent wineries and the sommeliers who have perfected their craft so wine lovers can experience hard-to-find wines and directly support the passionate wine producers who make them.

HOW SOMMSATION IS DIFFERENT

Sommsation allows you to experience premium, hard-to-find wines not found in stores with seamless access to top-tier, independent wineries and personalized, sommelier-led tastings.

SOMMSATION PROOF POINTS

Access
Connection
Expertise

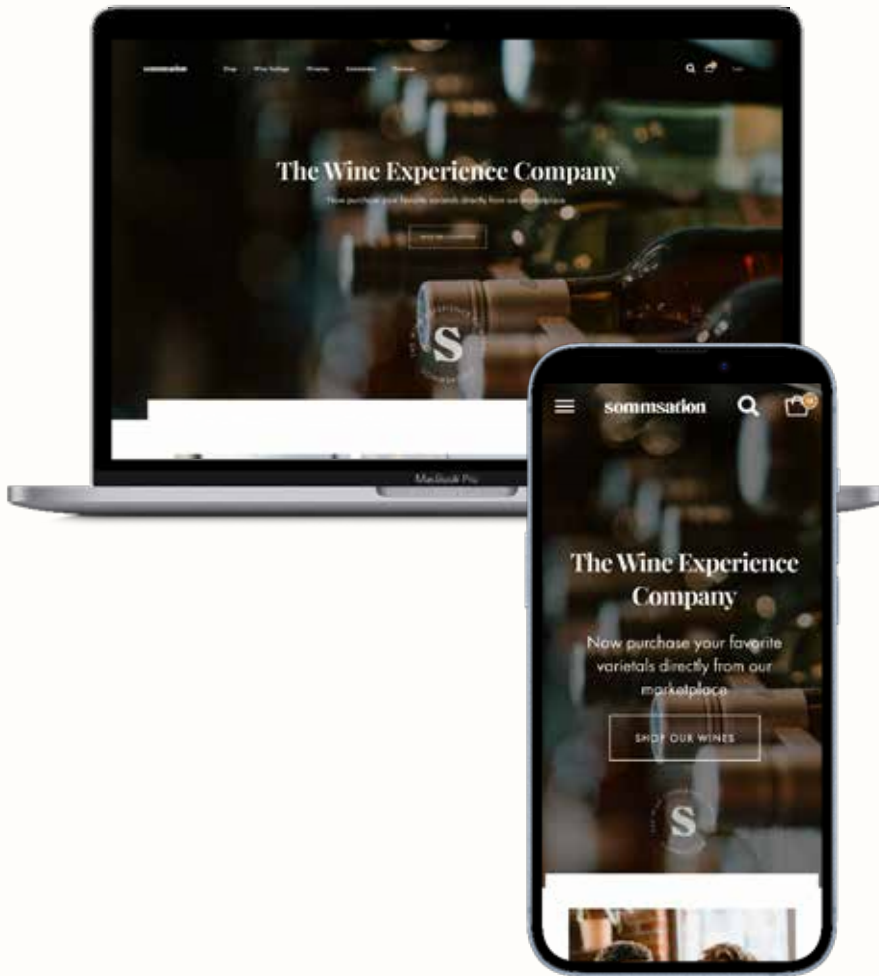
Ambition
Coolness
Epicureanism

Independence
Credibility
Elevation

Brand Proposition

OUR UNIQUE SELLING PROPOSITION.

Where do we sit in the market? How are we different from our competitors?



- Sommsation is **the** place to find **high-end wines** from **top-quality independent wineries**.
- We provide **direct access** to limited production **wineries** and **world-class sommeliers** easily accessible in **one convenient place**.
- With expert **curated collections of hard-to-find wines at your fingertips**, you can **champion independent wineries** through our **online shop** and **personalized wine tastings**.
- Sommsation allows you to **experience high-end wines** not found in stores with **seamless access** to top-tier, **independent wineries** and personalized, **sommelier-led tastings**.

Brand Proof Points

THE ANALOGY OF OUR BRAND EXPERIENCE AS TASTING WINE

To help us get our brains around Sommsation's proof points and to make them easier to remember, we'll analogize our brand experience to a wine tasting.

Recalling that a wine has its **aromas, flavors, and finish**, we can group **Sommsation's 9 proof points** into 3 roughly analogous categories.



A.C.E. #1

ACCESS | CONNECTION | EXPERTISE

The “**What**” of the brand, or the **Brand Pillars**.

These are what customers experience about our brand. We analogize this to smelling of a wine.



A.C.E. #1

ACCESS | CONNECTION | EXPERTISE

Accessibility, connection, and expertise can be compared to a wine's aromas, also known as the "nose".

The nose of a wine provides the initial insight into its character, just as Sommsation's focus on accessibility and connection with independent wineries gives customers insight into the unique wines available. The expertise of our sommeliers is also an important aspect of Sommsation's appeal to our customers, providing customers the possibility to explore new and exciting flavors and to increase their own sophistication.

- **Access** opens up the previously-secret world of independent wines to our customers.
- **Connection** deepens that world by adding multiple social dimensions - with sommeliers, winemakers and other aficionados.
- **Expertise** guides the new entrants in understanding and enjoying this new world with increasing sophistication.

A.C.E. #2

AMBITION | COOLNESS | EPICUREANISM

The “**Why**” of the brand, or the **Brand Emotion**.

This is why customers want to connect with the brand.
We analogize this with the flavors of wine.



A.C.E. #2

AMBITION | COOLNESS | EPICUREANISM

Ambition, coolness, and epicureanism can be thought of as analogous to the **flavors of a wine**.

Just like a wine's flavor is where the outer world (the wine) and the inner world (the palate) meet and interact; ambition, coolness, and epicureanism are where Sommsation's brand and our customers' motivations meet and interact.

- Our customers have social, professional, and experiential **ambitions**. They have worked hard for their successes.
- They want to validate themselves by signalling (to others and to themselves) their **coolness**.
- They want to reward themselves with epic, **epicurean** experiences. Sommsation's access, connection, and expertise allows them to fulfill those ambitions.



I.C.E.

INDEPENDENCE | CREDIBILITY | ELEVATION

The “**Character**” of the brand, or the **Brand Values**.

These are the core values of Sommsation, and by living up to them, we will prove ourselves worthy of creating and stewarding the High Quality Independent Winery ecosystem.

We analogize this as the finish.

I.C.E

INDEPENDENCE | CREDIBILITY | ELEVATION

Independence, credibility, and elevation can be compared to the **finish of a wine**.

As a wine's finish (or aftertaste) is not fully revealed until after the tasting, Sommsation's deeper brand proof points of independence, credibility, and elevation may be less obvious at first.

- **Independence** not only means access to great wines that they might not otherwise discover, it's also what allows our customers take their own game "to the next level" (by going independent, they enter into a "conspiracy of sophistication").
- The **credibility** we earn in every interaction gives customers confidence to explore.
- The **elevation** of the brand creates a sense of luxury, sophistication, and heightened enjoyment of life.

Proof Points Messaging

EXAMPLES



ACCESS:

"We bring the tasting room to you."
"We provide seamless access to the hidden gems of wine."

CONNECTION:

"Wine is a social experience."
"Discover new wines. Taste with your own personal sommelier."

EXPERTISE:

"Experience nuances you didn't know existed."



AMBITION:

"Treat yourself and your friends right"
"Impress your palate and your friends with hard-to-access wines."

COOL-NESS:

"Access granted."

EPICUREANISM:

"Provoke your palate."



INDEPENDENCE:

"Drink for yourself."
"Explore new wines."

CREDIBILITY:

"We earn your trust with every interaction."

ELEVATION:

"Luxury and glamor with just a hint of punk rock."
"Sophistication and elegance with a hint of edginess."

Main Talking Points:

- Sommsation is your go-to source for accessing highly regarded, undiscovered wines and sommelier-driven wine experiences.
- We have an impressive online wine shop and over 100 sommelier-led tasting experiences to please any palate.
- Our wines are hand selected by our experts and you won't find them on your local retailer's shelf.
- We champion independent owned, small production wineries from Washington, Oregon, and California.
- We provide access to world-class sommeliers and concierge level service to make personalized and seamless wine tasting experience.
- The majority of our wines have scored over 90+ points from the premier wine scoring publications.

ADDITIONAL TALKING POINTS:

- Our highly regarded wines start at just \$20.
- We have almost any varietal you could want.
- We bring the wine tasting experience to your home or business either virtually or in person.
- We handle all the details of your wine-tasting experience.
- Our sommeliers have certifications from all the most prestigious wine organizations like the Court of Master Sommeliers and Wine & Spirits Education Trust.
- Our wines have scored 90+ points from Wine Enthusiast and Wine Spectator and wine critics.
- Our wineries have received sustainability certifications and continue to focus on conservation.

About Us

There's a gap in the wine industry between independent producers and wine lovers like you, making it a challenge for most to access and experience the world's top independent wines (or to even know that they exist!)

Born out of the belief that wine lovers are missing out on some truly extraordinary wines, Sommsation is here to bridge that gap. Through direct connections to the top independent wineries and world-class sommeliers, you can now access the best in wine with the click of a button.

Our wine experience company was created so you can conveniently explore new wines with doorstep delivery, wow your clients with a special bottle, or connect and celebrate any occasion with your favorite varietal.

Leveraging our team's expertise in wine and technology, we're unlocking the barrier between wine lovers and the world's top independent wineries.

Tone of Voice / Brand Personality

Every day reference for creative and copy

Sophisticated

We are classy, cool
and confident



Enlightening

We encourage independent
wine exploration



Modern & Traditional

We value tradition and
appreciate innovation



Engaging

We create excitement
through knowledge



Brand Voice

Every day reference for creative and copy

Character Persona

WHO DO WE WANT TO SOUND LIKE?

Accessible
Well-Traveled
Passionate
Sophisticated
Trusted
Leader

Tone

UNDERLYING VIBE

Aspirational
Credible
Special
Genuine
Curious
Insightful

Language

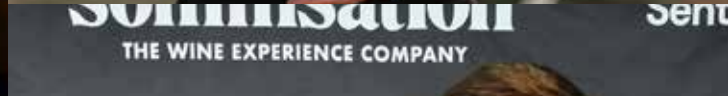
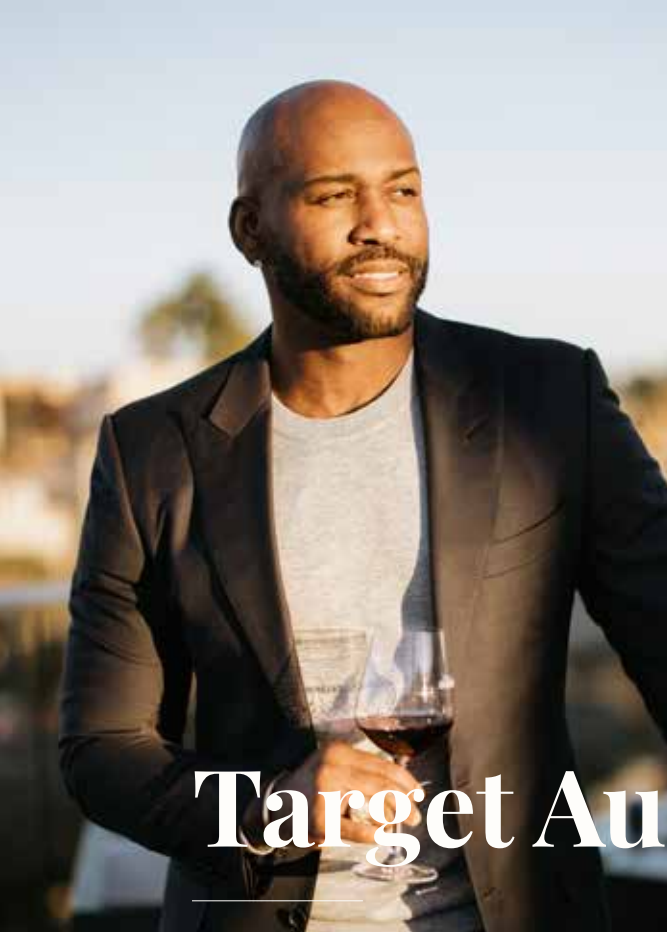
TYPES OF WORDS

Conversational
Insider
Lively
Direct
Informative
Engaging

Purpose

WHY WE ARE HERE?

Engage
Inform
Inspire
Delight
Guide
Empower



Target Audiences



Sagacious Seekers

West-Coast Wine Whales

WINE OBSESSED | AFICIONADOS | CONNOISSEURS

There are phenomenal wines out there that even you haven't experienced yet.

“Provoke Your Palate.”



Relentless Achievers

East-Coast Wine Whales

INVESTMENT BANKERS | CORPORATE LAWYERS | FUND MANAGERS

The world is a chessboard. You deserve the best, and so do your friends.

“Access Granted.”



Intrepid Explorers

WINE FANS | WINE LOVERS | ADVENTURERS

Take the next step in your unique journey.

“Experience nuances you didn’t know existed.”

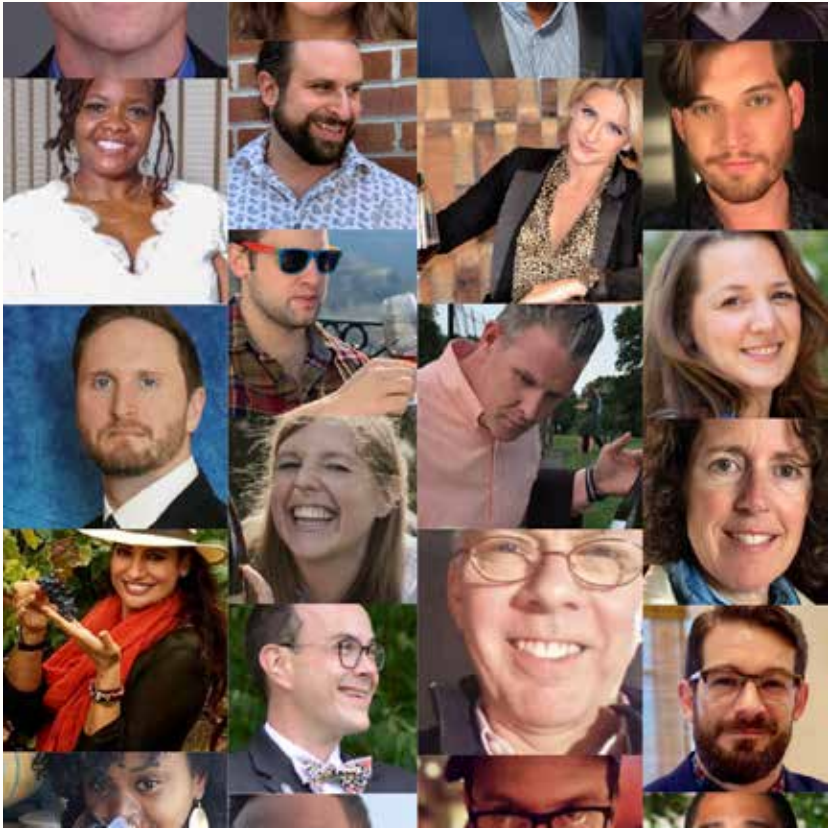
The Experts



The Experts



LIMITED PRODUCTION, INDEPENDENT WINERIES, WINEMAKERS, & VINEYARDS



WORLD-CLASS SOMMELIERS



Independent Wineries

"Our wine production partners all have one thing in common; a deep passion and commitment to creating premium wines. Yet, despite their shared vision of quality, their wines are all distinctive, providing unique additions to the wine world.

Behind each wine, is a unique story that adds to the flavors and qualities highlighted in each sip. Sommsation was exclusively designed for you to experience limited production and hard-to-find wines, delivered straight to your door.



Winery Values

From historic vineyards to modern revolutionaries, all of our winery partners are carefully vetted and selected based on the following values.

INDEPENDENT | Independently Owned.

We champion family-owned, limited production wineries and independent winemakers so you can access the hidden gems of wine not available anywhere else.

AWARD WINNING | Tried and Trusted.

From Award-Winning Wineries to Top Score Producers, all of our wine partners are vetted by our very own wine experts, and many receive high scores from prestigious wine critics, so you can trust in the quality of every bottle.

DISTINCTIVE | Uniqueness in Each Bottle.

From varying winemaker techniques to the terroir, we connect you to small producers to bring you a diverse tapestry of distinctive wines you didn't know existed

ENVIRONMENTAL STEWARDSHIP | Environmentally-

Conscious. Sustainability, organic, biodynamic and other certifications that support environmental stewardship are important for the future of our vineyards and the planet.

ARTFULLY CRAFTED | Quality You Can Taste.

The location of a vineyard, wine production techniques, and expertise in winemaking are key ingredients to the overall quality. From the terroir of the vines to bottling, our partners carefully consider every detail to create premium wines.

TRANSPARENCY | Confidence in Every Sip.

Knowing what ingredients go into your wine and how it's made are important factors for quality and enjoyment. We seek out wineries who value transparency so you can confidently savor your wine selections

World-Class Sommeliers

Our sommeliers use their passion and experience to elevate the appreciation and enjoyment of wine.

From winemaking techniques to winery histories and an in-depth understanding of the best food pairings, our sommelier's expertise and enthusiasm bring an enriching element to every tasting experience.



Sommelier Values

What makes a Sommelier world-class?

EXPERTISE & EXPERIENCE.

Any wine connoisseur can repeat facts they've learned about wine. Our sommeliers however, possess one of the following professional certifications and have years of experience in many facets of the industry: Court of Master (CMS), Wine and Spirit Education Trust (WSET), Wine Scholar Guild (WSG), Society of Wine Educators (CWE).

ACCESSIBILITY, CONVENIENCE & RELIABILITY.

With a community of 20+ world-class sommeliers, you have the flexibility to book an expert led wine tasting anytime, anywhere, and be guaranteed a quality experience.

PERSONABLE, AUTHENTIC & DYNAMIC.

Our diverse team of sommeliers elevate the wine tasting experience by infusing their authenticity and energy to entertain and engage with you so you can connect with wine on a personal level.

YOUR MENTOR & GUIDE.

From wine regions and production techniques to winery histories and food pairings, our sommelier's passion and expertise bring an enriching element to the tasting experience so you can be more confident in your wine IQ.





Our Products



Product Offerings



WINE TASTING
EXPERIENCES



ONLINE SHOP



THE SOMMSATION
WINE LOUNGE



EDUCATION

WINE TASTINGS

Unique Wine Tasting Experiences

Our uniquely-curated wine-tasting experiences highlight the best independent wineries have to offer. With your own personal sommelier, we transport you to uncharted realms of wine discovery. We beam the magic of the Tasting Room to your office, dining room, or living room so you can discover new wines virtually, in-person or with a hybrid style tasting. Connect with friends, family or coworkers over exceptional wines for an unforgettable celebration.



ONLINE SHOP

Shop Premium *Independent* Wines

Seamlessly access 150+ wines rated 90 points or higher by the industry's leading wine critics.

Discover the hidden gems of the wine world from top independent wineries with direct to door delivery. With access to an evolving roster of award-winning wines not easily sourced or found, you can send a thoughtful gift or elevate your collection with the click of a button.



THE SOMMSATION LOUNGE

Experience The Sommsation Wine Lounge

Experience the magic we brought to Sundance Film Festival and enjoy a luxury wine tasting experience guaranteed to delight even the most refined palate.

The Sommsation Lounge is a bespoke wine-tasting pop-up, designed to elevate any event. The Lounge serves up world-class wines from independent wineries and connections to our Sommelier for VIP events, sponsored parties, film festivals business retreats, and more.



EDUCATION

Discover Beyond the Grapes

There is power in knowledge and wisdom, both of which have the capacity to elevate the appreciation and desirability of wine. Through shared stories from winemakers, sommeliers, and Sommsation team members, take an unfiltered look into the world of independent wine.

Indulge your thirst for knowledge and wine appreciation by uncorking the unique facts and stories behind the wines. Gain insights into expert recommendations, pairings, winemaker practices and more.



Visual Identity



Primary Colors



SOMMSATION TEAL

144E5A

RGB (20, 78, 90)

The primary color of our logo, Sommsation teal is either an accent or a statement piece and more.



BLACK

0A0203

RGB (10, 2, 3)

A staple color used as the default font color, backgrounds, and more.

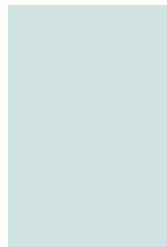


OFF WHITE

FEFDFA

RGB (254, 253, 250)

Default background color.



SOFT TEAL

D1E2E3

RGB (209, 226, 227)

Used in contrast to Sommsation Teal.



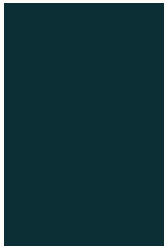
GOLD

B98C52

RGB (185, 140, 82)

Used for special call outs and selectors.

Secondary Colors



DARK TEAL

0C2F36

RGB (12, 47, 54)

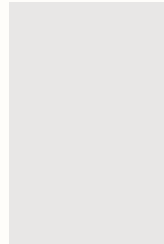
Used as a background color in contrast with Sommsation teal.



GREY

A5A09A

RGB (165, 160, 154)



DISABLED GREY

E8E7E6

RGB (232, 231, 230)



SOFT GOLD

D5C5BA

RGB (213, 197, 186)



ERROR RED

D2232A

RGB (210, 35, 42)

Type Treatment

The typeface Playfair Display has been chosen to increase the connection of type to our logo in an elevated fashion. The sans serif typeface Futura PT has been chosen to support Playfair Display in all digital aspects of the brand.

Aa

PLAYFAIR DISPLAY

Aa

FUTURA PT BOOK

Aa

PLAYFAIR DISPLAY
BOLD

USED FOR
Main titles/headers
Sub headers

H1

Aa

PLAYFAIR DISPLAY
REGULAR

USED FOR
Body Text

Aa

PLAYFAIR DISPLAY
BOLD ITALIC

USED FOR
Sub titles
Special Callouts

Aa, Aa

FUTURA PT
BOOK, LIGHT

USED FOR
Descriptions
Paragraph Titles
Body Text

AA

FUTURA PT
DEMI

USED FOR
Categories
Section Titles

CURRENT TYPOGRAPHY

WINE TASTING EXPERIENCES

What We Offer

Whether you're *celebrating* team members, achievements or entertaining premiere clients, our *elevated wine experiences* will make your next occasion unforgettable.

- 90-minute guided tasting experience
- Expert insight & knowledge with one of our world-class sommeliers
- Tasting experience planning & concierge support
- Personalized wine experiences with access to 100+ curated tastings
- Your choice of time, place and location

UPDATED TYPOGRAPHY

WINE TASTING EXPERIENCES

What We Offer

Whether you're celebrating team members, achievements or entertaining premiere clients, our elevated wine experiences will make your next occasion unforgettable.

- 90-minute guided tasting experience
- Expert insight & knowledge with one of our world-class sommeliers
- Tasting experience planning & concierge support
- Personalized wine experiences with access to 100+ curated tastings
- Your choice of time, place and location

Typography Guidelines

The art of typography plays a major role in a company's identity. Through alphabetical letters, a company's personality and values are conveyed. Through a sophisticated, approachable and confident typeface selection we also want to make sure all our textual guides adhere to the same standards.

TITLES/HEADERS

Lorem ipsum dolor sit amet

SUBHEADERS

SED QUIS CONDIMENTUM ORCI

BODY COPY

Vestibulum et turpis malesuada, imperdiet mauris vel, accumsan elit. Nullam porttitor maximus condimentum. Nullam finibus lorem vitae magna dictum dictum. Aenean finibus libero ligula, id tempor nunc consequat ac.

CALLOUTS

“Maecenas ac condimentum velit, sed scelerisque mauris. Praesent tempus felis at felis fermentum, a luctus nunc vulputate. Etiam ac quam neque.”


DATE & TIME

Friday, Feb 1 at 1:00pm

BULLETS & SUB-BULLETS

- Nullam porttitor maximus condimentum.
- Nullam finibus lorem vitae magna dictum dictum.
 - Praesent tempus felis at felis fermentum
 - Praesent tempus felis at felis fermentum
- Aenean finibus libero ligula, id tempor.

SALES & MARKETING EXAMPLE



WINE TASTING EXPERIENCES

What We Offer

Whether you're celebrating team members, achievements or entertaining premiere clients, our elevated wine experiences will make your next occasion unforgettable.

- 90-minute guided tasting experience
- Expert insight & knowledge with one of our world-class sommeliers
- Tasting experience planning & concierge support
- Personalized wine experiences with access to 100+ curated tastings
- Your choice of time, place and location

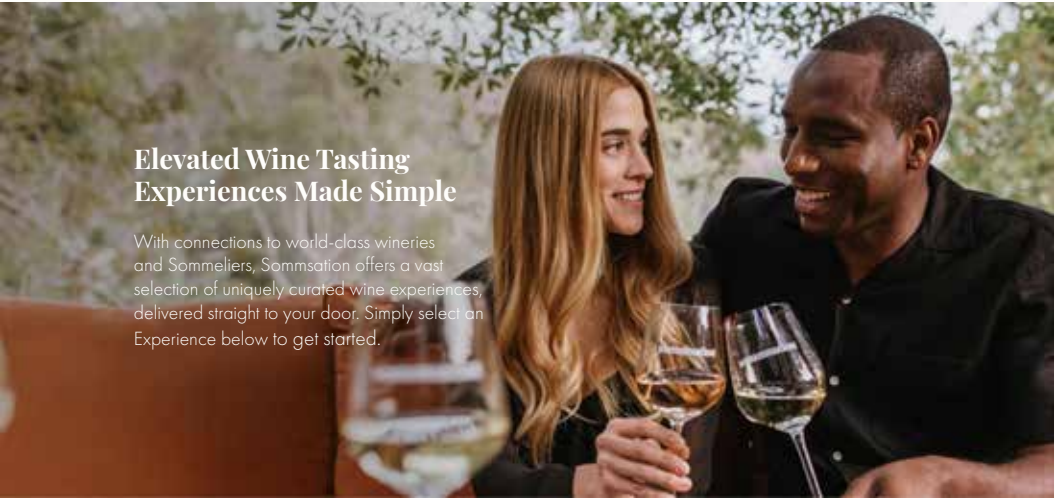
SOCIAL MEDIA EXAMPLE



*Cheers to the
New Year*

Ring in the New Year with our
curated selection of toast-worthy
wines, from bubbles to rosé.

PLATFORM EXAMPLES (BASED ON CURRENT IMPLEMENTATION)



Elevated Wine Tasting Experiences Made Simple

With connections to world-class wineries and Sommeliers, Sommsation offers a vast selection of uniquely curated wine experiences, delivered straight to your door. Simply select an Experience below to get started.



The Somm Edit

Coveted wines selected by our Sommeliers


[→ VIEW THE COLLECTION](#)



New Year, New Wines

Expand your palate with new varieties and regions

[SHOP OUR PICKS](#)



NEWS

Experience Sommsation in Park City

Celebrate the art of wine and film through our exclusive, sommelier-driven wine experiences.

By Sommsation | November 29, 2022



Buy Great Wine

Shop our collection of curated wines from top wineries

[→ SHOP WINES](#)



Find Your Experience

Host a personalized wine experience led by a Sommelier

[→ EXPLORE EXPERIENCES](#)



Discover

Sommsation is your connection to the world of wine

[→ LEARN MORE](#)

Imagery

All imagery aires on the side of lifestyle with a “human touch.” If the focus is people, “insert wine here” is where we bring in the brand. This could be someone pouring wine, cheersing, swirling, reading a book with a bottle in the background etc - It does not have to be product heavy. If product lifestyle focused, we want to try to highlight the product in a certain space. Bringing products to the foreground, always the focal point, but never stale feeling.



LIFESTYLE



CLOSE-UP



PRODUCT

MORE IMAGERY EXAMPLES



Logo & Monogram

Logotype

When placing logo within elements, be sure to keep spacing and padding around logo at the height of the logotype itself.

Only use color logo useage as listed. If needed to use in other formats or designs please contact the Creative Team for guidance.



Logo Lockup

Adding additional color to our brand, speaking directly to who we are we've updated our logo tagline to be "The Wine Experience Company."

Logo lockup is preferred in most consumer facing collateral, logotype preferred when placed in smaller print and digital spaces.

sommsation[™]
THE WINE EXPERIENCE COMPANY

sommsation™

sommsation™
THE WINE EXPERIENCE COMPANY

sommsationTM

sommsationTM
THE WINE EXPERIENCE COMPANY

ON WHITE

sommsationTM

sommsationTM
THE WINE EXPERIENCE COMPANY

ON BLACK

Monogram

The monogram plays a supporting role to the logotype. It is designed to work in smaller spaces where the logotype would become illegible.

Pulling from the logotype itself, the default “S” should be used for consumer facing communications where the additional grapes and flight monograms are used sparingly and for special comms.

STAMP



The stamp monogram will be placed on collateral and designs by the Creative Team. General usage throughout the organization without design direction is not preferred.

DOT



The dot monogram is the **default monogram** used throughout the org. Best used in smaller spaces where there is a lighter color background or when you need emphasis and/or support branding.

RING



The ring monogram is the second preferred monogram to be used through the organization. Best used in small spaces where branding is secondary to content or added as an accent to consumer facing assets.



sommsation™

sommsation™
THE WINE EXPERIENCE COMPANY

STAMP



DOT



RING



sommsation™

sommsation™
THE WINE EXPERIENCE COMPANY

STAMP



DOT



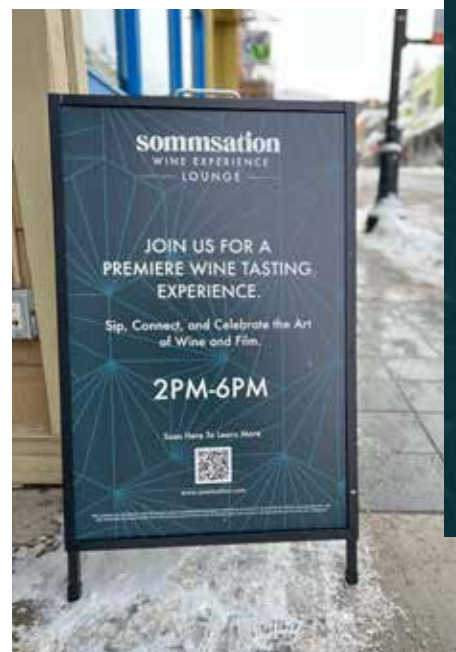
RING



Pattern

A design element in pattern form has been introduced to our design system to start to bring general visual cohesiveness to our brand.

What started off as an elegant pattern piece to accent the Sommsation Lounge has turned into a general Sommsation branded pattern that is used in large event print collateral as background and in small print collateral as branded accents.



Brand Templates



PRESENTATIONS

- Canva (Consumers)
- Google slides (Internal)



WORD DOCS

- Canva (Consumers)
- Google Docs (Internal)



SOCIAL

- Instagram Grid
- Instagram Story
- LinkedIn
- Facebook Feed
- Facebook Story

