

ECHEVERRIA®

Family Wines

PREMIUM WINES
Since 1930

BRANDING GUIDELINES

OVERVIEW

Overview of brand, including history, brand promise and vision

Since its earliest days, Viña Echeverría has established a strong brand identity.

Our award-winning wines, including some of the top accolades in the industry, have earned a reputation world-wide for quality and excellence.

Our family members, all of whom travel and visit our numerous global customers, are well-known and held in great affection. In a world of globalisation and corporations, we are proud to have achieved the improbable—a company with a global presence and exceptional standards, and behind it, a family, with lasting and personal relationships with its customers.



Roberto Echeverría Snr & Roberto Echeverría Jnr

History

Viña Echeverría was founded in 1930, when Roberto Echeverría's grandfather travelled from his native France to Chile with some ungrafted rootstock. He was to be a pioneer in Chile's emerging wine industry: not only a viticulturist and winemaker, but also one of the first to make grape seed oil, and to invent a system to transport wine from his vineyards to Santiago.

Three generations later, the Echeverría family remains venerated as one of the greatest and oldest wine families in Chile. At the helm, Roberto Echeverría Snr, the father of Chile's modern day wine story, passionate and dedicated to excellence like his forebears. A great mind, the only person in Chile to win the prestigious Rockefeller scholarship to study economics in the United States.

Viña Echeverría remains a truly family enterprise, with all 4 children of Roberto Echeverría (Paulina, Viviana, Roberto and Diego) involved in the business.

Its portfolio of over 30 wines is exported to over 30 countries. Many of Viña Echeverría's customers have been with them for over 20 years, testament to the dedication of their collaborative relationships and product excellence.



From L to R: Diego Echeverría, Viviana Echeverría, Roberto Echeverría Jnr, and Paulina Echeverría

BRAND VISION—OUR COMPANY VISION

Brand promise

Genuine

As a family and a company, we are sincere, trustworthy and reliable. Over 90% of our clients have been with us for over 20 years, testament to these fundamental tenets of our brand promise.

We count many of our customers as friends, and our relationships go beyond business.

Collaborative

We are committed to collaboration, where relationships for us are long-term and two-way. From the national importer to the end-user, our channels of communications are always open, and we visit and talk to our customers regularly.

Quality

We are fiercely committed to this most important aspect of the brand, and insist on high standards at all levels of our business. This is reflected not only in our recent ISO qualification and Sustainable certification, but in the numerous awards we receive every year for our products.

Consistency

Year on year, we are consistent in our delivery of high quality products and customer service.



The Echeverría Coat of Arms

Brand personality

Passionate

For the Echeverría family, winemaking is a passion, not just a business. We believe this reflects strongly in the consistently excellent feedback we receive from all our markets.

Exceptional

We're committed to providing the best products and customer service, and to surpass our customers' expectations in product quality, range and delivery.

Involved

We are inclusive and open with our customers and the communities we serve. We visit and talk with them often, and work with them to develop products suited to their specific markets.

Classic

Viña Echeverría's focus on its French family heritage and winemaking techniques, combined with its dedication to excellence, results in products that are New World Classics, but reminiscent of the Old World style. Their wines are elegant and timeless, unwavering in style and quality as fashions pass.

Brand vision

To be recognised in our international markets as one of Chile's most committed and passionate wine partners, providing best-in-class products, outstanding expertise, and customer satisfaction.

LOGO SPECIFICATIONS AND EXAMPLES OF USAGE

The Viña Echeverría logo can be reproduced in several different ways according to its context.

Light-colored Background

On a light background, such as white or overlaid on the light-colored part of a photo, the color of the logo is Grey 85%.

Main Logo



Special-use Logo



The Special-use logo is for important pieces of collateral, such as covers of brochures or presentations—space allowing.)

Medium-colored Background

If the logo appears overlaid on a medium-colored background, the color of the logo is white.



Dark-colored Background

If the logo appears overlaid on a dark-colored background, the color of the logo is cream (PMS 7506).



Black Background

If the logo appears overlaid on a black background, the color of the logo is cream (PMS 7506).



LOGO SPECIFICATIONS AND EXAMPLES OF USAGE, CONTINUED

Here are a few more things to keep in mind.

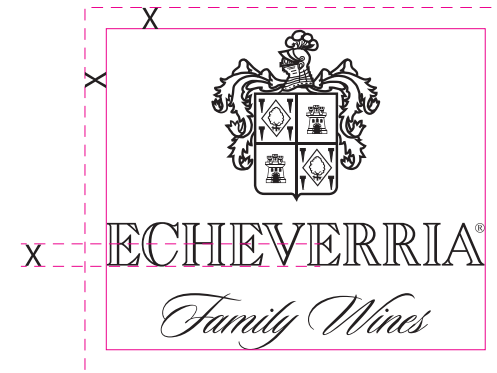
Horizontal Space Logo

If the logo appears on a rectangular-shaped background, which cannot accommodate the main logo, the following logo may be used.



Minimum Separation Space

Always keep a minimum area of clear space around the logo, based on half of the height of the letters in "ECHEVERRIA". In the two examples below, the minimum area is marked as "x". No other elements should encroach into this area.



TYPOGRAPHY PALETTE

Viña Echeverría combines both traditional and more modern typefaces, which blend our legacy of quality and tradition with our future aspirations.

Chosen for their legibility and clarity, the Viña Echeverría family of typefaces includes:

Trajan Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bembo Semibold

abcdefghijklmnopq
rstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

Cronos Italic

*abcdefghijklmnopq
rstuvwxyz*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

Cronos Regular

abcdefghijklmnopq
rstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

Cronos Semibold

**abcdefghijklmnopq
rstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ**

Cronos Bold

**abcdefghijklmnopq
rstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ**

Delicious

*(used for small type in logo and small details on
back panel of brochures or catalogs)*

abcdefghijklmnopq
rstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ

TYPOGRAPHY USAGE, CONTINUED

1. Type in Squares

Typeface: Trajan, all caps

Size: Varies between 18pt–36pt

Leading: Varies between 20pt–38pt

Tracking: Varies between 15–150

Color: white

2. Subhead

Typeface: Bembo Semibold

Size: 15pt

Leading: 17pt

Tracking: 0

Color: PMS 876

3. Body copy

Typeface: Cronos Regular

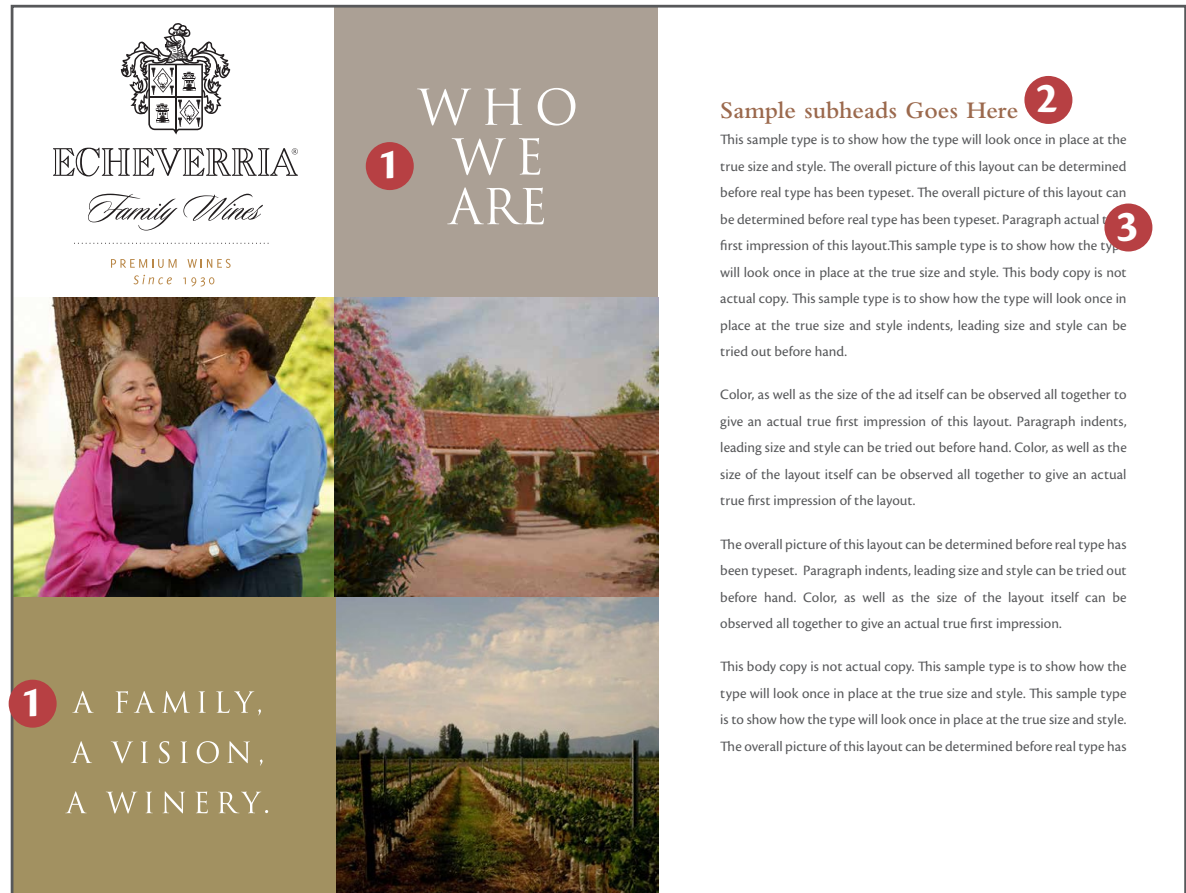
Size: 9pt

Leading: 16pt

Tracking: 0

Color: 80% K

Paragraph Space After: 10pt



TYPOGRAPHY USAGE, CONTINUED

1. Headline

Typeface: Trajan, all caps

Size: 22pt

Leading: 27pt

Tracking: 15

Color: PMS 7496 or 80% K

2. Subhead

Typeface: Bembo Semibold

Size: 15pt

Leading: 17pt

Tracking: 0

Color: PMS 876

3. Body copy

Typeface: Cronos Regular

Size: 9pt

Leading: 16pt

Tracking: 0

Color: 80% K

Paragraph Space After: 10pt

1 SUSTAINABILITY, QUALITY ASSURANCE PROMISE AND SOCIAL RESPONSIBILITY



2 Social Responsibility

This body copy is not actual copy. This sample type is to show how the type will look once in place at the true size and style. The overall picture of this layout can be determined before real type has been typeset. The overall picture of this layout can be determined before real type has been typeset. Paragraph actual true first impression of this layout. This sample type is to show how the type will look once in place at the true size and style. This body copy is not actual copy. This sample type is to show how the type will look leading size and style can be tried out.

Quality Assurance

The overall picture of this layout can be determined before real type has been typeset. Paragraph indents, leading size and style can be tried out before hand. Color, as well as the size of the layout itself can be observed all together to give an actual true first impression of the layout. This body copy is not actual copy. This sample type is to show how the type will look once in place at the true size and style. This sample type is to show how the type will look once in place at the true size and style.

Environment

This body copy is not actual copy. This sample type is to show how the type will look once in place at the true size and style. This body copy is not actual copy. This sample type is to show how the type will look once in place at the true size and style. The overall picture of this layout can be determined before real type has been typeset. Paragraph indents, leading size and style can be tried out before hand. The overall picture of this layout can be determined before real type has been typeset. Paragraph indents, leading size and style can be tried out before hand.

TYPOGRAPHY USAGE, CONTINUED

1. Callout

Typeface: Cronos Semibold

Size: 12pt

Leading: 19pt

Tracking: 0

Color: 60% k

2. Subhead

Typeface: Bembo Semibold

Size: 15pt

Leading: 17pt

Tracking: 0

Color: PMS 876

3. Wine Types

Typeface: Cronos Bold

Size: 9pt

Leading: 12pt

Tracking: 0

Color: 80% K

4. Body copy

Typeface: Cronos Regular

Size: 9pt

Leading: 16pt

Tracking: 0

Color: 80% K



The image displays the Echeverría branding and a line of wine bottles. The top section features a close-up of a wine label with the Echeverría crest and the text 'ECHEVERRIA Family Wines'. To the right, the brand name 'ECHEVERRIA' is written in a serif font, followed by 'Family Wines' in a script font. Below this, the tagline 'QUALITY WINES HANDCRAFTED WITH PASSION TO CAPTURE YOUR SENSES.' is presented. The bottom section shows a row of six wine bottles of different colors (white, green, and red). To the right of the bottles, a numbered list (1-4) provides details about the brand and the Reserva range.

1 Our flagship brand and the one which carries our family name. Comprising 4 ranges of wine at every price point, style and grape variety, including 5 sparkling wines. For our customers worldwide, it represents quality, tradition and elegance. Both a perfect restaurant and retail proposition.

2 Reserva

3 Sauvignon Blanc – Chardonnay – Cabernet Sauvignon Rosé – Merlot

4 Carmenere – Cabernet Sauvignon

The Viña Echeverría Reserva range comprises 5 wines, which are characterized by their easy-drinking appeal. Fresh, fruity and vibrant with little or no oak, they are a true expression of the grape. Excellent aperitif or lunch wines.

VISUAL IDENTITY

COLOR PALETTE

The Viña Echeverría brand is underpinned with a palette of colors designed to be classic, elegant and reminiscent of colors that exist in nature. Different combinations of colors can dramatically change the tone of a document so it is important to consider how they work together.



PMS 7496
c40 m0 y100 k38
r109 g141 b36
hex #6d8d24



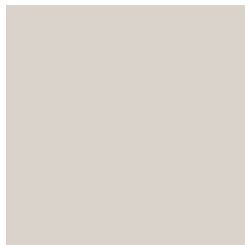
PMS 7506
c0 m10 y30 k0
r255 g228 b184
hex #ffe4b8



PMS 876
c37 m58 y71 k20
r141 g100 b75
hex #8d644b



PMS 871
c45 m45 y74 k17
r133 g118 b80
hex #857650



PMS 400
c23 m20 y25 k0
r197 g191 b182
hex #c5bfb6



PMS Warm Gray 7
c0 m11 y11 k47
r151 g139 b130
hex #978682



80% K
k80
r88 g88 b88
hex #666666



100% K
k100
r0 g0 b0
hex #000000

VISUAL IDENTITY COLOR USES



80% K

80% K Gray: All texts must be written in 80% K Grey.



Warm Gray 7

Grey/Neutrals: these colors may be used as background on printed material or merchandise, especially in the Limited Edition range of wines.



PMS 400



PMS 871

Taupe: this color may be used as a background on printed material or merchandise. It may also be used as a header or text color, on a white or black background.



PMS 7496

Green: this color may be used as a header or text when on the subject of sustainability.



100% K

Black: this color may be used as a background on printed material or merchandise.



PHOTOGRAPHY STYLE

Photography for Viña Echeverría reflects our values by being direct, journalistic and friendly and represent genuine moments of engagement and collaboration as well as genuine images of its working environment.

All photos will be taken by the company and be true representations of the company, its products and its employees.

Where possible, natural light should be used.

Stock photography is not allowed.



Photography will fall into 3 categories:

Product

1. Studio bottle shots will be used in a technical environment, such as on product sheets and internet product pages, as well as product-specific pages in company presentations.



2. 'Beauty shots' will be used in all other occasions, and will be simple, clear, close-up shots which depict the product in an informal and 'beautiful' setting, such as in nature, or on a table with flowers, which evoke positive feelings.



PHOTOGRAPHY STYLE, CONTINUED

People

Official family photography should be fresh, authentic and engaging. They should set up a visual dialogue between the viewer and the portrait. Images should be captured on a background of nature and ideally be in a natural unstructured pose, looking relaxed and using everyday clothing.



Photography showing an engaged workforce, for example of workers during the harvest, should be taken in an editorial, journalistic style. The environments should not feel fake or posed, but authentic.



Semi-posed photos can also be used of employees in their work environment, also relaxed and ideally smiling!

PHOTOGRAPHY STYLE, CONTINUED

Ambiental

Photography in this category will include:

1. The vineyards
2. The winery
3. The house
4. The offices

Photography for this category should be evocative and inspirational and bring into focus the broader narrative of the Echeverría brand, which includes nature, tradition and family.



Supplemental

Photography in this section will include:

1. Maps
2. Paintings by Adriana Piffre de Vauban, mother of Roberto Echeverría Snr.



The Vineyards at Molina



The train station at Molina

If required, a darkened overlay can be placed over the LHS of the photo to incorporate text or the company logo.



Before



After

WRITING STYLE AND VOICE

The editorial voice is honest, informal and smart, and compliments our brand personality attributes: genuine, innovative, exceptional, and involved.

The editorial voice seeks to foster an emotional connection between customers and the Viña Echeverría brand. Therefore, it must contain life and compel a reaction.

We are direct and confident, bold yet not boastful. In display type, the voice should speak peer to peer and focus on real-world value rather than technical features.

We speak conversationally. We express a passion for winemaking but an understanding that innovation is nothing without customer benefit. We have a strong voice that understands customer needs, leads changes, and commands trust.

IMPORTANT

When the vineyard name is used in **all caps**, there is no accent over the “i” in “ECHEVERRIA”. The “ñ” in “VIÑA” still has its tilde. Please see examples below:



When the vineyard name is used in **initial caps**, there is always an accent over the “i” in “Echeverría” and an “ñ” in “Viña”. Please see the example below:



and pure melted-snow w
rld”. Viña Echeverría’s vine
ape growing regions. Loc
Pacific Ocean, this

SOCIAL MEDIA GUIDELINES

The company currently has a presence on Twitter. Its posts are mainly informative of company products and developments and social activity related with work trips and visits. The tone is relaxed but professional.

The Twitter logo should be used on printed material where relevant. As our Twitter handle is vinaecheverria, it is not necessary to put this.

OTHER LOGOS



COMPANY URL

Where our url appears, it features without the www.

echewine.com

(All lower case)