Trefethen

"*Each vintage is a chapter in our perpetual quest for deeper understanding – of our soils, our vines, our climate, and our wines. When we succeed, our wines should seem effortless and our winemaking ethereal, a window into a memorable place and time.*"

— LORENZO TREFETHEN & HAILEY TREFETHEN

Values

Family

Respect

Authenticity

Joy

Sustainability

Learning

Tone

Welcoming

Grateful

Humble Confidence

Elegant

LOGOS

These foundational brand elements convey the less tangible elements of the brand.

Primary Logo
May be used in Warm Charcoal or Dark Grey depending on context.

Flower Mark
Decorative element with less strict usage requirements.

Do not distort or stretch either mark.

Primary Logo

Flower Mark

The minimum amount of clear space on all sides of the logotype is equivalent to an eighth of the height (Y/8) of the logo.

TYPOGRAPHY

Consistent use of typography helps build visual familiarity with our brand and ensures that Trefethen materials have a cohesive look. Our selection of typefaces bring a diverse set of characteristics that work together across the full range of branding opportunities.

Display

The display font, GT Super Display, is intended for headlines, subheads and smaller amounts of text. The italic version is generally reserved for quotes and featured snippets. Non–essential headlines can become decorative when set in Taupe. Do not use these styles at small sizes.

Text

GT Super Text in Book Italic can be used for smaller subheads (h3 and below). On the website, we are also using it in the navigation, where we want to mimic the feel of the display style while keeping the text readable at a small size.

GT Haptik, a complementary sans–serif is used in Regular and Light weights. Intended uses include: body copy, descriptive text and legal disclosures. To avoid unwanted typographic flair use Stylistic Set 1.

Do not use typefaces — including other weight ranges within the approved font family — other than those shown here.

It is the responsibility of each vendor to purchase the appropriate licensing rights to use these fonts.

Display

GT SUPER DISPLAY LIGHT

ABCDEFGHIJKLMNOPQRSTU-VWXYZ 1234567890abcdefghijklm-nopqrstuvwxyz()*!@#\|

GT SUPER DISPLAY LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890abcdefghijklmnopqrstuvwxyz()!@#\|*

Text

GT SUPER TEXT BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ()!@#\/*

GT HAPTIK REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 abcdefghijklmnopqrstuvwxyz()*!@#\|

GT HAPTIK LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789O abcdefghijklmnopqrstuvwxyz()*!@#\|

COLOR

Color is an integral part of our identity tool kit. Our colors were specifically chosen to align with our product and our heritage, while providing consistency throughout all branding and communication efforts.

Rust
Used sparingly for high–impact and actionable items.

Charcoal
Primarily used for text, including both Display and Text applications.

Dark Grey
Used in Primary logo. Also useful for adding contrast in typography,

Brown
Neutral tone primarily used for quotes

Note: Please refer to actual PANTONE color chips to accurately match and reproduce colors on the paper stock you are using. The CMYK and RGB formulas shown here should be used as starting points. Please work with your printers and producers to determine the correct color for your specific project.

| Rust | **PANTONE** 174U | **PRINT** CMYK: 0/77/100/33 | **SCREEN** RGB: 157/80/57 | **WEB** #9d5039 |

| Warm Charcoal | **PANTONE** 4259 U | **PRINT** CMYK: 51/55/47/63 | **SCREEN** RGB: 85/82/79 | **WEB** #55524f |

| Dark Grey | **PANTONE** Black 6 U | **PRINT** CMYK: 30/30/30/100 | **SCREEN** RGB: 42/42/43 | **WEB** #2a2a2b |

| Brown | **PANTONE** 4270 U | **PRINT** CMYK: 31/35/39/19 | **SCREEN** RGB: 155/141/128 | **WEB** #9b8d80 |

COLOR (Continued)

Taupes

Neutral set of tints that can be used for background elements and non−essential display text.

These colors are for digital use only.

Taupe 1	**SCREEN** RGB: 245/248/242	**WEB** #F5F8F2
Taupe 2	**SCREEN** RGB: 237/239/229	**WEB** #EDEFE5
Taupe 3	**SCREEN** RGB: 224/227/212	**WEB** #EOE3D4
Taupe 4	**SCREEN** RGB: 214/216/2O5	**WEB** #D6D8CD

ICONOGRAPHY

This icon set is used to convey categories content on the website. If adding to this library, be sure to consider line weight and style.

Row 1
Wine/Vineyards
Philosophy
Gardens and Orchards
Wine/Tastings/Pairing
Food/Culinary

Row 2
Historic Winery
Announcements
Journal
Invitations
Reservations

Row 3
Phone/Call
Basket/Cart
Account/Login
Concierge
Customize

Icons