

Total 
Wine[®]
& MORE

Total Wine & More
2019 Brand Guide

Volume One



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Our Ambition For Total Wine & More Marketing

A brand is a promise kept. It is our intention to clearly express our promise to the world, by ‘Sharing Possibilities’ with our customers at every touchpoint and with every interaction. We want the marketing materials to be things that people talk about and share. We intend to create a smile on the face of everyone who sees them, creating a relevant and distinct voice that people will act upon, will visit our website or take a trip to our store. We will become the trusted brand that is their guide to the world of wine, spirits, and beer.

Because “when the marketing of the marketing is talked about, we all win.”

Brand Overview

In 2017, we started a journey to better define who our brand is and how we needed to evolve to drive business in the future. We worked together to identify our key customer groups through an audience segmentation and developed a refreshed brand house to inspire our customers and win loyalty, helping to shape our future creative work. This book is a consolidation of all our work so far, and will help us maintain a cohesive, consistent and valuable brand, which is vital to our continued growth.

Brand Development



Identifying our target audiences

In mid-2017 we conducted a segmentation study to identify who shops within the alcohol beverage off-premise category. We identified five main segments of shoppers and sorted them into the following groups: Engaged Explorers, Social Apprentices, Mature Value Shoppers, Brand Buyers, and Unengaged Shoppers.

Based on the results and potential opportunities the segments presented, we decided to focus our marketing efforts towards 3: Engaged Explorers, Social Apprentices and Mature Value Shoppers.

Our strategy is simple, we want to acquire and grow more frequency among Engaged Explorers and Social Apprentices, while maintaining engagement and loyalty with Mature Value Shoppers.

ENGAGED EXPLORERS: AMPLIFY



THEY CARE ABOUT

- Fun and exciting store experiences
- Great selection, especially new and unique products
- Knowledgeable store associates that can make a great recommendation

THEY DRINK

- More wine than beer or spirits
- Higher than average price points
- More Cabernet/ Pinot Noir, French, and Italian wines - and more WD

THEY SHOP AT

- Other specialty stores
- Grocery stores



SOCIAL APPRENTICES: GROW



THEY CARE ABOUT

- Fun and exciting shopping
- Unique selection
- Knowledgeable & approachable associates

THEY DRINK

- Equal amounts of wine & beer, less spirits
- Moderate price points
- More sparkling, Riesling, red blends, and Spanish wines

THEY SHOP AT

- Big box (e.g. Walmart/Target)
- Grocery stores
- Online



MATURE VALUE-SHOPPER: DEFEND



THEY CARE ABOUT

- Good value for their money
- Discounts on brands they know
- Service, selection and price

THEY DRINK

- More wine than beer or spirits
- Lower price points
- More national brands & ad items

THEY SHOP AT

- Club stores
- Grocery stores
- Other specialty stores



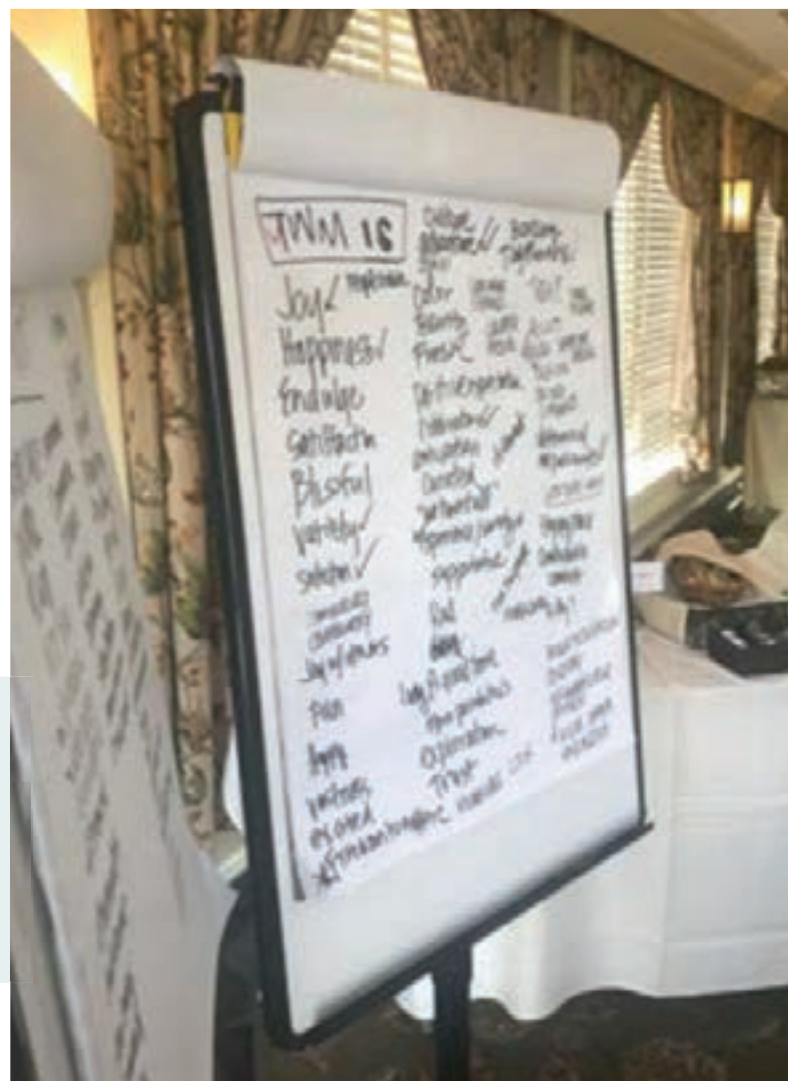
Collaborative Work Sessions

Using the findings from the segmentation study, we started our journey to express our brand in a relevant and cohesive way to appeal to these key segments.

In our first session, we brought together a diverse group of team members from across TWM to embark on this journey, including store team members, store operations, merchandising, marketing, digital, and promotions. With this team's insights and input and through a series of exercises, we ultimately delivered a refreshed brand house and positioning statement for Total Wine & More.

EXERCISES INCLUDED:

- Developing an 'Elevator Speech' that quickly articulates what the brand stands for.
- A 'Thank you note' exercise that starts to express the type of tone of voice we believe the brand should start using.



ELEVATOR SPEECH EXERCISE

FOR	WHO HAVE	
Joy-seeker Explorer Millennials Adventurous souls People passionate about wine, spirit	A celebration (big & small) A desire to celebrate/enjoy A passion	A curiosity A desire to learn A zest for life
TWM IS A	THAT	
Trusted friend / guide/ advisor Adult beverage dreamland Haven Celebration HQ Alcohol retailer	Celebrates knowledge Delivers an amazing selection and value Provides a memorable experience Makes you smarter / Makes you an expert	Makes your decision easier Is committed to finding you the right bottle Helps you make a great choice Helps you explore with confidence
UNLIKE	TWM	
Grocery Liquor stores Drug stores Anywhere that sells alcohol	Has the selection and support to always find your great choice Gives you the freedom to explore Let's you purchase with confidence Enables an amazing journey	Can be trusted for top quality, selection and service Right bottle to suit your palate and wallet Helps you elevate any occasion Is a trusted source

THANK YOU NOTES EXERCISE

Dear Susan,

We hope your journey home was full of anticipation for the night ahead, your bottle of Argentina Cab is best served at room temperature. Pop it open about an hour before you enjoy it.

We'd love to hear what you thought about it.

Stop by again soon, there's a lot to explore together.



WHO WE ARE

Joy*

Happy
Variety
“We have it all”
Free to explore

Adventurous*

Colorful
Fresh

Passionate*

Warm
Companion

Celebration*

Responsible
Selection

Experience*

Respectful
Real
Curated
A good time

Access*

Delivers

Determined

Silly

Comfortable

Guided*

Endless Exploration
Not predictable

Togetherness*

Trust

Discovery

Happiest Place*

Respectful

Approachable

Storyteller*

Human

Friend*

Personal

Sophisticated

Humanity*

WHO WE ARE NOT

Predictable*

Work

Rigid

Not Fun

Confusing*

Relaxing

Not Trustworthy

Crowded

Fractured*

Not Authentic

Stressful

Emotionless*

Indifferent

Too busy

Big Box

Authoritative

Boring*

Overwhelming

Dirty

Retailer

Monotone*

Exclusive

Addiction

Over consumption

Lonely*

Abstract

Contrived

Healthy*

Serious

Not memorable

Abstract*

Exhausting

*Denotes multiple references of words

What is an Archetype?

The psychologist, Carl Gustav Jung, used the concept of archetypes in his theory of the human psyche. Archetypes represent fundamental human motifs of our experience as we evolved; consequentially, they evoke deep emotions. There are 12 of these archetypes, with 60 attributes that a brand can represent.

The third workshop was an archetype exercise. During this time we agreed upon the archetype that we collectively thought best described Total Wine & More.

EXERCISES INCLUDED:

As a collaborative exercise, we voted on and discussed which archetype best represented the Total Wine & More brand. Once we had our short list, we created a series of copy samples to see if the archetype worked in practice. Finally, we debated the merits of each and took a final vote to land on the right Archetype.

WE ARE THE...



EXPLORER

Pioneering | Adventurous | Independent | Risk-Taking | Fearless

Explorer brands include North Face, Trader Joe's and Starbucks.Exclusive

RUNNER-UP ARCHETYPES:

Lover, Creator, Citizen

AN EXPLORER ARCHETYPE HAS...

CORE DESIRE:

To be free and find meaning

WHAT THEY DO:

Facilitate discovery and new experiences

DESCRIPTION:

Forever pushing boundaries in the hopes of discovering new frontiers, the Explorer is innovative and ambitious. This archetype is characterized by wanderlust and search for meaning, often to establish its independence.

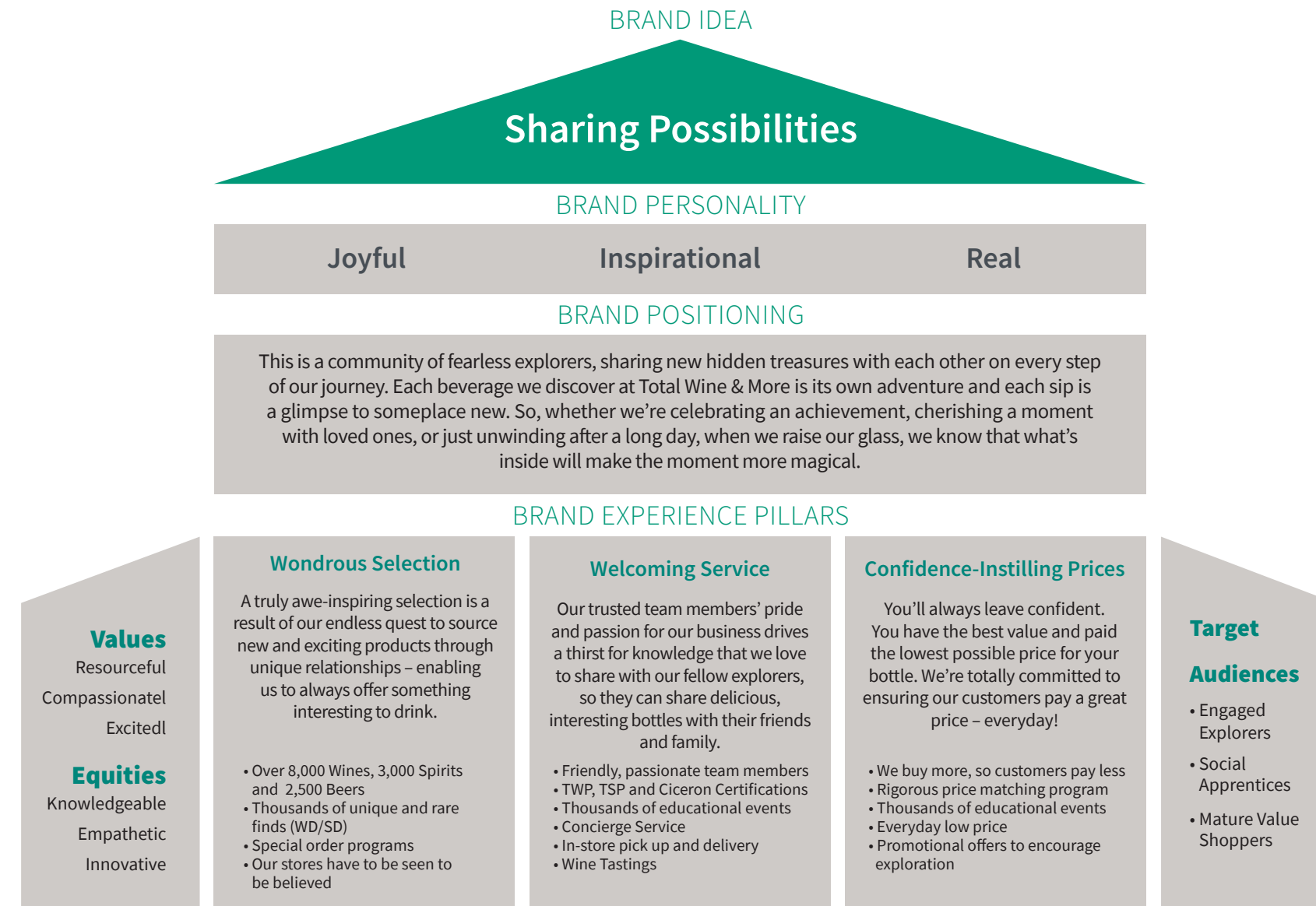
Explorer customers embrace brands that promote freedom and self-discovery, especially those that invite the customer to embark on a journey with them. They are unlikely to be swayed by domesticfocused ads.

Explorer brands promote themselves as a means to help others experience the new and unknown. The worst outcome for an explorer brand would be to come across as too rigid or corporate.

Brand House

The Brand House is the crucial foundation for all aspects of building our brand. By creating a single minded, understandable and valuable position, we can focus our marketing messaging and creative.

Our Brand House guides how we connect with our partners and our team members, providing a shared vision for what will make us all successful.



BRAND IDEA

Sharing Possibilities

BRAND PERSONALITY

Joyful

Inspirational

Real

BRAND POSITIONING

This is a community of fearless explorers, sharing new hidden treasures with each other on every step of our journey. Each beverage we discover at Total Wine & More is its own adventure and each sip is a glimpse to someplace new. So, whether we're celebrating an achievement, cherishing a moment with loved ones, or just unwinding after a long day, when we raise our glass, we know that what's inside will make the moment more magical.

BRAND EXPERIENCE PILLARS

Values

Resourceful
Compassionate
Excited

Equities

Knowledgeable
Empathetic
Innovative

Wondrous Selection

A truly awe-inspiring selection is a result of our endless quest to source new and exciting products through unique relationships – enabling us to always offer something interesting to drink.

- Over 8,000 Wines, 3,000 Spirits and 2,500 Beers
- Thousands of unique and rare finds (WD/SD)
- Special order programs
- Our stores have to be seen to be believed

Welcoming Service

Our trusted team members' pride and passion for our business drives a thirst for knowledge that we love to share with our fellow explorers, so they can share delicious, interesting bottles with their friends and family.

- Friendly, passionate team members
- TWP, TSP and Ciceron Certifications
- Thousands of educational events
- Concierge Service
- In-store pick up and delivery
- Wine Tastings

Confidence-Instilling Prices

You'll always leave confident. You have the best value and paid the lowest possible price for your bottle. We're totally committed to ensuring our customers pay a great price – everyday!

- We buy more, so customers pay less
- Rigorous price matching program
- Thousands of educational events
- Everyday low price
- Promotional offers to encourage exploration

Target**Audiences**

- Engaged Explorers
- Social Apprentices
- Mature Value Shoppers

Brand Experience Pillars

The next step was to develop brand pillars that embrace the tangible customer benefits of service, selection and price, but now have added emotional benefits that can help drive our creative look and feel.

PILLAR 1: WONDROUS SELECTION

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PILLAR 2: WELCOMING CONFIDENCE

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PILLAR 3: CONFIDENCE-INSTILLING PRICES

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Brand Positioning

Brand positioning refers to how customers think about our brand—it's the space we occupy in their mind. It separates us from our competition, celebrating our individual journeys to find the right drink at the right price and always on our customers' terms.

“This is a community of fearless explorers, sharing new hidden treasures with each other on every step of our journey. Each beverage we discover at Total Wine & More is its own adventure and each sip is a glimpse to someplace new. So, whether we're celebrating an achievement, cherishing a moment with loved ones, or just unwinding after a long day, when we raise our glass, we know that what's inside will make the moment more magical.”

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Brand Personality

Our Brand Personality represents how approachable we are to the outside world. This simple approach works through our entire organization, from team members to our team at head office. These three traits work together to show how friendly, knowledgeable, and approachable we really are.

JOYFUL

We have an infectious smile that comes from the joy we get out of spreading the stories behind each bottle, especially because we're providing them at the best value.

INSPIRATIONAL

We want to inspire others to explore each new find, so we warmly invite them along for the journey, helping others through great pricing and our expert knowledge to be confident on every step of their journey.

REAL

Talking to us feels like connecting with a friend. We're down to earth, helping customers no matter where they are on their journey. So, when we say we're providing the best value, we really are.

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Brand Idea

This statement is the heart and soul of our brand

Together, Celebratory, Friendly

Optimistic, Future-Facing, Awesome

Sharing Possibilities

Exploration, Anticipation, Joyful

Selling Statement

Establishing the Brand House, Brand Pillars, Brand Positioning and Brand Promise allows us to create a Selling Statement.

This statement is an internal statement for you to use as repeatable language for anyone who asks you the question “What is Total Wine & More?”

WHAT IS TOTAL WINE & MORE?

Those who thirst for more, deserve to find more. So, we’re committed to helping you discover more. More affordable options. More confidence in more choices. More friendly, expert service along the way.

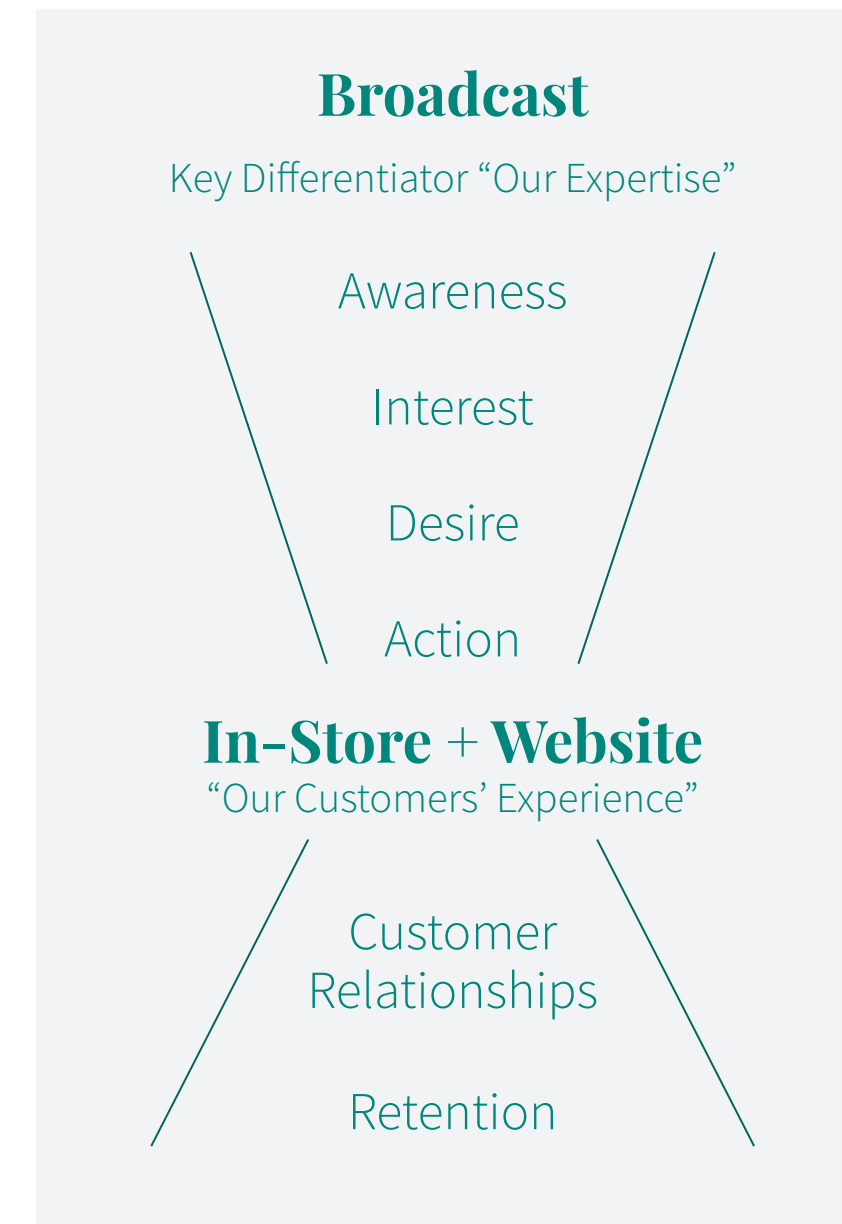
But most importantly, more magical moments and possibilities.

WHY?

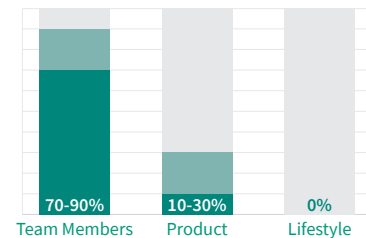
Because no matter what your tastes are, we believe that you should always have something interesting to drink.

How We Share Possibilities

During the awareness phase, we use images of our team members as a beacon of our knowledge and expertise, when we move to the interest phase we start to introduce product to demonstrate our wonderful selection. In the Desire phase, we start to show a blend of product and lifestyle, helping to build anticipation. Finally, in the action phase we become focused on the customer and products, to create a moment of satisfaction. Once in store, customers interact with actual team members, completing the brand promise and demonstrating in real time what makes us unique.

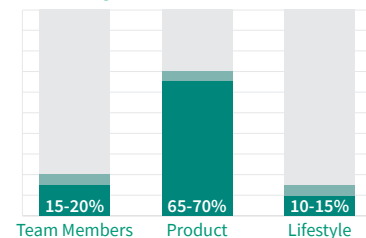


AWARENESS



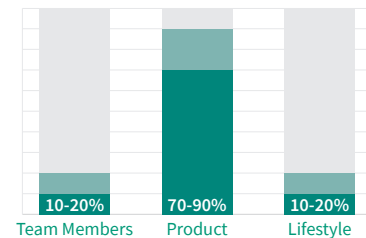
Awareness: Radio, TV, OOH & Social Media
70-90% Team Members / **10-30%** Product

INTEREST



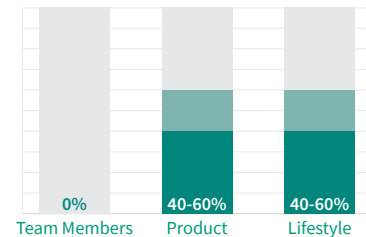
Interest: NCA, DM, Search, Display & Paid Social
15-20% Team Members / **65-70%** Product / **10-15%** Lifestyle

DESIRE



Desire: Preprint, DM, Email, Retargeting, ROP, HP & Social Media
10-20% Team Members / **70-90%** Product / **10-20%** Lifestyle

ACTION



Action: Signage, PDP, LP, APP
40-60% Product / **40-60%** Lifestyle

AWARENESS



INTEREST



DESIRE



ACTION



A close-up photograph of two glasses filled with whiskey and ice cubes. The glasses are positioned in the foreground and midground, with the whiskey appearing as a rich, dark amber color. The ice cubes are clear and have a slightly irregular shape. The background is softly blurred, showing warm, golden-brown bokeh lights that suggest a dimly lit bar or restaurant environment. The overall mood is cozy and sophisticated.

LOGOS

Primary Logo

Use the stacked version as our primary logo, which must be used on all marketing communications, including but not limited to, print, presentations, advertising, and all materials that represent the company to external audiences. It should not be altered, stylized, rendered, or obstructed in any way.

CLEAR SPACE

The logo should have a safety zone in all directions to preserve its visual integrity. Use the height of the “n” in the logo establish the amount of clear space.



MINIMUM SIZE FOR PRINT

For readability keep a minimum logo size no less than 1” wide for print.



MINIMUM SIZE FOR DIGITAL

For readability keep a minimum logo size no less than 72 px wide for digital.



PRINT VERSION

Use CMYK color space which reproduces accurately for all print purposes.



DIGITAL VERSION

Use RGB color space which reproduces accurately for all digital and screen-related purposes.



BLACK AND WHITE

Use black or white reversed on black when designing for black and white color space.



SINGLE COLOR

Use Grapevine green or white reversed on grapevine green when using a single color logo in CMYK or RGB color spaces.



Secondary Logo

Use the horizontal version as our secondary logo when the stacked version will not work for the space allotted in the medium. It should not be altered, stylized, rendered, or obstructed in any way.

CLEAR SPACE

The logo should have a safety zone in all directions to preserve its visual integrity. Use the height of the “n” in the logo establish the amount of clear space.



MINIMUM SIZE FOR PRINT

For readability keep a minimum logo size no less than 1” wide for print.



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Use CMYK color space which reproduces accurately for all print purposes.



BLACK AND WHITE

Use black or white reversed on black when designing for black and white color space.



MINIMUM SIZE FOR DIGITAL

For readability keep a minimum logo size no less than 72 px wide for digital.



DIGITAL VERSION

Use RGB color space which reproduces accurately for all digital and screen-related purposes.



SINGLE COLOR

Use Grapevine green or white reversed on grapevine green when using a single color logo in CMYK or RGB color spaces.



Logo don'ts



Do not recolor the logo



Do not rearrange logo elements



Do not resize logo elements



Do not add effects to the logo



Do not place logo on a busy background



Do not obstruct the logo



Do not crop the logo



Do not stretch the logo

PLACEHOLDER



COPY & TONE

Communication Principles

We will always create a sense of destination, a place that is designed for our customers to explore. How we position ourselves and present the brand is critical to how we are perceived by our customers. These principles define the standard for all communications and ensure consistency at every touchpoint

IT'S ABOUT THE JOURNEY

The Total Wine & More experience is so much larger than just the point of consumption. The journey each bottle takes, from the grapes of the vineyard, to the story of the vintner, to it's journey to the store, to the customer discovering it at just the right price, need to be front and center when discussing product.

SHARE. SHARE. SHARE.

When we share the story behind the wine, and the wine itself at an amazing price, we bring the product to life. Every recommendation has a story to match, and comes from a place of, "I tasted this and thought of you."

CONFIDENCE IS KEY.

We're a destination full of so many amazing possibilities that every purchase is interesting. We remind our customers that even if they don't end up liking something, it's just another step on their journey to mastery. All the while, reminding them we're providing everything at a great value.

THE FRIENDLY COMMUNITY GUIDES.

We're not just extremely knowledgeable about our selection, we're a destination in the community that welcomes everyone to learn and experience the full wonder of what our selection holds.

Writing Style

Imagine if we were writing to a friend, this is the person we want to be seen as. This is Joyful, Inspirational and Real in action.*

"We're just like you: a friend that you always want to hang out with, and when we do get together, we never show up empty-handed. We always bring both a bottle of something amazing and a story to match. We love to meet new people, especially the ones behind each of our bottles, because sharing each new possibility, from each bottle to its story, is what makes us smile."

*Refer to Brand personality on page 19



Messaging in Action

We've searched the world of wine, spirits & beer, just to find the ones we think will bring you joy, so you can share them again and again with friends and family.

“We love going on awesome adventures where we bring home the best finds—and the best stories behind them—right to your neighborhood. Because we believe no matter what your tastes are, what you drink should always be interesting.”

GENERAL

INSTEAD OF THIS...	TRY THIS...
Our experts are the best in their field, practically reaching sommelier-level knowledge. (Too snooty)	Our friendly, helpful guides are here to show you to your next interesting find. (Relatable, while still communicating knowledge)
Mina Mesa is a delicious wine from Paso Robles. (No story)	Mina Mesa is a delicious, bold cabernet created by this 7th generation farmer, Troy Javadi, in Paso Robles. (Gives a story and a “why” for selecting that particular bottle)
We'll guide you to the right bottle. (The idea of a “right” bottle is anti-exploration)	We'll guide you to your next interesting find. (Pro Exploration)

Messaging in Action

From Everyday Low Prices to Year-Round Value. As we journey with our customers, we share their love for national brands, but invite them further along the journey to discover our Winery Direct and Spirits Direct products.

“Because of how much we've grown, we can bring your favorite brands to you at prices that you have to see to believe. The best part is, the more we grow, the better our prices get, and we do it all so you can make more of your moments more magical.”

EVERYDAY LOW PRICES

INSTEAD OF THIS...	TRY THIS...
The cheapest prices anywhere. (The word “cheap” cheapens our brand)	The best prices in town. (Reiterates Total Wine & More as the “best” at something. “Town” brings a sense of community to the value message.)
The best prices, so you can save more for yourself. (Comes across selfish and diminishes the idea of saving money while sharing your favorite things.)	The best prices, so you can afford to make even more of your moments magical. (Encourages customer to use savings to buy more.)
The best prices on all of your favorites, so you can get in, get out, and get on with life. (Anti-exploration. Doesn't upsell our offerings.)	The best prices on all of your favorites, with plenty of new finds to explore, like Mina Mesa Cabernet Sauvignon. (We get them in for the best price on their national brands, upsell them on WD and SD.)

Messaging in Action

Because of partnerships all over the world, we are able to discover new amazing finds and provide next-level service to allow our customers to explore. Through Winery Direct and Spirits Direct, we have created partnerships with so many different places that make the best bottles, we can deliver them to you all in one awe-inspiring place.

INSTITUTIONAL VALUE

INSTEAD OF THIS...	TRY THIS...
Together, the Trone brothers built a multi-billion dollar business.	By sticking to their principles of value, selection, and service, the Trone brothers built a destination where it's easier for people to explore wine, spirits & beer. (Relatable, while still communicating knowledge)
Total Wine & More is one of the biggest wine retailers in the country. (Our stores speak for themselves. Focus on humble beginnings.)	Total Wine & More started as a small store in Delaware and grew into the amazing destination we enjoy today. (More folksy. Focuses on how working hard for customers made us great.)
Winery Direct allows us to give you the best prices possible. (Our value goes beyond price.)	Winery Direct partners with vintners from all over, sharing new, exciting treasures from around the world, and the stories behind each bottle. So, customers always feel welcomed back for more. (Our value is brought to life through partnerships.)

“When we started Total Wine & More, we wanted to bring amazing finds to as many people as possible, at prices we knew would welcome them back for more.

We’ve grown to discover more amazing finds than ever before, at prices that are simply unmatched, so you can share them fearlessly with friends and family.”

Messaging in Action

The stories of the vintners and growers that create our product should be told with a focus on what's joyful, inspirational, and real about them. In the case of Troy Javadi of Mina Mesa, it's his determination to carry on the family business as a farmer, and consequently finding a love for that business as a grower.

PRODUCT STORIES

INSTEAD OF THIS...	TRY THIS...
Troy Javadi is one of the best growers of all time. (Braggy, doesn't tell a story.)	Troy Javadi is a 7th generation farmer that uses his grit and determination to grow some really interesting grapes. (Relatable, while still communicating knowledge)
Mina Mesa is a delicious wine from Paso Robles. (No story)	Mina Mesa is a delicious, bold cabernet, created by this 7th generation farmer, Troy Javadi, in Paso Robles. (Gives a story and a “why” for selecting that particular bottle)
Paso Robles is an up and coming wine region. (Doesn't tell us enough about the location it was produced. Cop-out.)	Paso Robles is the wild west of winemaking, innovating some truly interesting flavors you can't quite find anywhere else. (Pro-exploration. Journey-focused)

“We love a wine that really reflects the character of the region it was produced in. Mina Mesa Cabernet Sauvignon is produced by 7th generation farmer Troy Javadi, and his determination to create something incredible. Troy's story started when his father in law bought a grape harvester in 1992 and he hired Troy to operate it. That's when he fell in love with the craft of growing next-level grapes and the rest, well, is history.”

Reckless uses of copy

Ectotat ea imusdan destrum fugit, venim et offic tem aute eturi bearum que aearch ilitempossi volorum re, te eum suntotota saerfero blam nim commos id que ipsant, ne endi alignim intotatiunt ut velit, optatias dolorum, quo beaqui officid quamet quibus.

A close-up photograph of two glasses of whiskey on a dark surface. Each glass contains a large ice cube and a slice of orange. The whiskey is a rich amber color. In the background, there are more orange slices and a blurred glass of water. The lighting is warm and focused on the glasses.

STYLE GUIDE

TYPOGRAPHY

Our main font is Playfair Display, a classy and elegant font that combines a bold and visually striking form with the soft curves that allow it to draw people into our story.

We support with Source San Pro a clean and modern san serif font that allows for extremely clear communication of price and story.

Playfair Display

Playfair Display is a contemporary serif font that is both elegant and approachable. It always makes a statement, creating confidence in customers about what our tone is communicating. Playfair Regular and Playfair Bold are used for primary messages and page headings. Playfair Italics adds some joyful, inspirational flair.

These
Wines
Are
Kind
of a
Big Deal.

Playfair Display Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&

Playfair Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&

Playfair Display Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&

Source Sans Pro

Source Sans Pro is a clean sans serif font. There are many weights to utilize. It is legible and works well in print or on screens. It's both joyful and modern. Source Sans is used for subhead and body copy.

It's permissible to blend the use of bold, italics, and regular Source Sans Pro in order to emphasize certain elements of a sentence.

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&

Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&

Source Sans Pro Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?\$%&

Warm, friendly guides are waiting to help you to your next interesting find at our in-store tasting counter. Discover everything from your next favorite game day IPA to the blended whiskey that will make the perfect gift for your boss, all in one place. What are you waiting for?

Let's explore!

Sample Font Usage

HEADLINE

Use Playfair bold.

Lockups with 3 or 4 single word should be title case. Sentences used as headlines should be sentence case with punctuation

SUBHEADS

All caps Source Sans bold

BODY

Source Sans Regular

Sentence case

Leading 4 pts. more than font size

NUMBERS

Source Sans bold

Superscript dollar sign (^{\$})

Wine & Spirits

SUMMER FAVORITES UNDER \$25

Additional body copy goes here.
Que consecti dolo eumet as maiore

Pricing Style

FONT CHOICE

Use Source Sans bold unless price is in the headline, then use Playfair.

ABBREVIATIONS

Do not use decimals when possible for monthly promotional creative (\$25 not \$25.00)
Exception: Part of item price on product page

PRICING FOR WEB/DIGITAL

Source Sans Bold -40 kerning
\$ can stay the same size

PRICING FOR PRINT

Source Sans Bold -40 kerning
No superscript needed

Wine & Spirits Under \$25

Sobom Zinfandel Old Vines 2013 California

Bold flavors of blackberry and blueberry give way to notes of vanilla and cedar in Sobon's Zinfandel from California. Enjoy with hearty stews or Wild Game.

11.97 ♦
PLUS TAX

Also available:
Cabernet, Chardonnay

Color Palette

The primary and secondary palettes are all about nature, it feels like a journey, representing nature, earth, growth, and development. It feels optimistic and soothing, creating contrast with the browns in the store.

“Our story is a story of nature.
A welcoming story. A real story.
Our color palette reflects that.”

PRIMARY COLOR



PMS: PANTONE 3282 C
CMYK: 100/4/56/8
RGB: 0/130/123
HEX: 008578



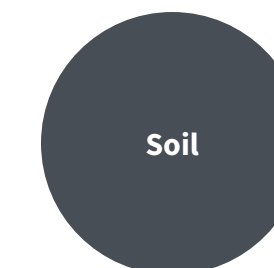
SECONDARY COLORS



PMS: PANTONE 573 C
CMYK: 20/0/14/0
RGB: 181/227/216
HEX: B5E3D8

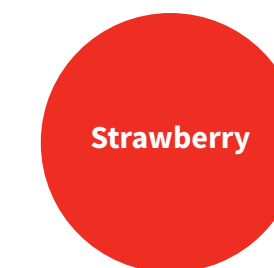


PMS: PANTONE 427 C
CMYK: 7/3/5/8
RGB: 208/211/212
HEX: D0D3D4



PMS: PANTONE 7540 C
CMYK: 41/28/22/70
RGB: 75/79/84
HEX: 4B4F54

TERTIARY COLORS (For callouts only)



PMS: PANTONE 485 C
CMYK: 0/95/100/0
RGB: 218/41/28
HEX: DA291C



PMS: PANTONE 1225 C
CMYK: 1/25/87/0
RGB: 252/194/59
HEX: FCC23B

Seasonal Colors

Using colors from seasonal imagery creates a nice transitional spectrum of colors throughout the year. We can use them to maintain a bright and consistent look throughout different media channels.

WHY USE SEASONAL COLORS?

Seasonal colors are used to bring those special moments to life. Utilizing different assortments and specific products recommended by season enhances overall brand experience.

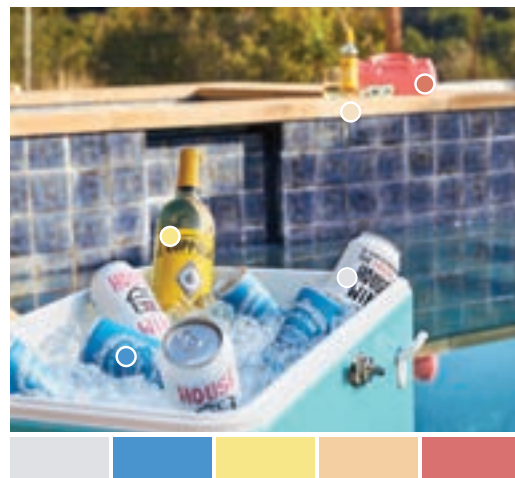
HOW TO USE SEASONAL COLORS

Use seasonal colors subtly to complement seasonal imagery in layouts for backgrounds, key graphics, snipes, and typography.

Spring



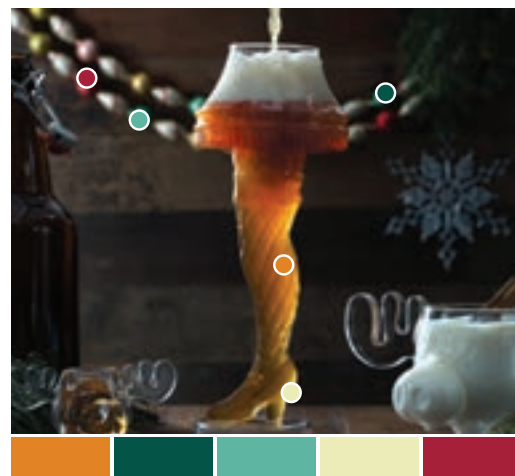
Summer



Fall



Winter



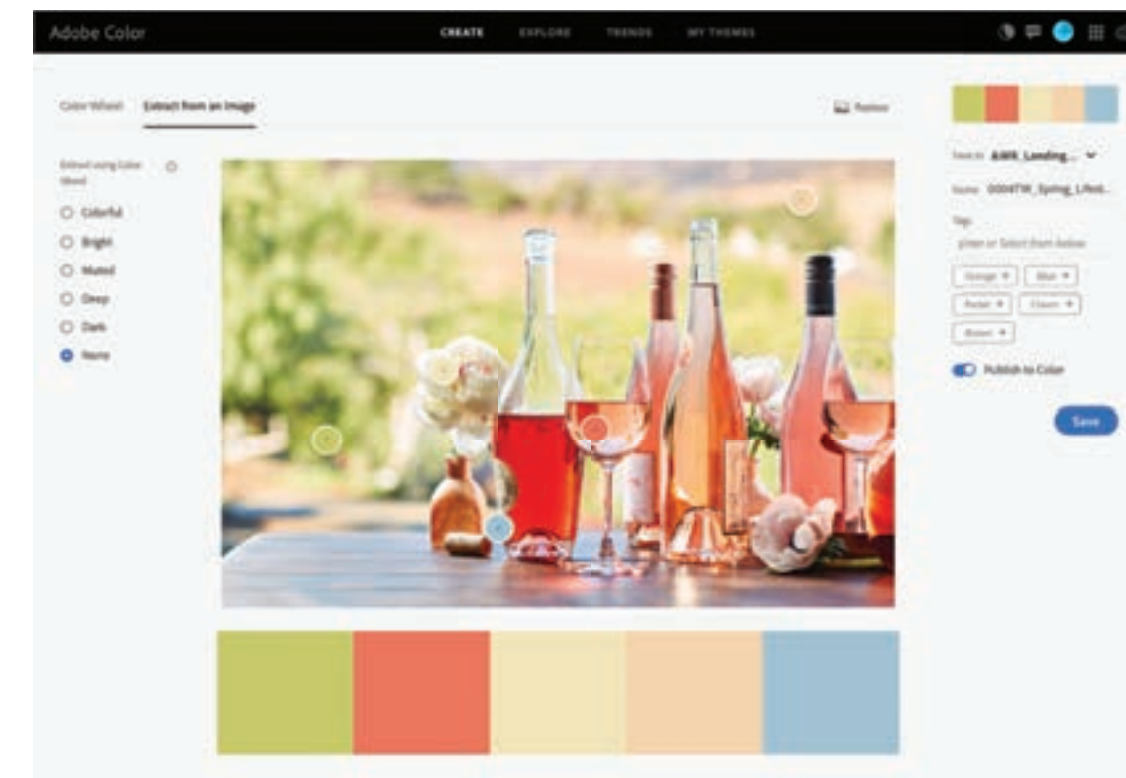
Adobe Color

Use Adobe Color to generate seasonal colors themes from photography.

GO TO:

color.adobe.com/create

- Select extract from image
- Drag your image onto your browser page
- Move the sample targets around to select the colors for your theme.



TO LEARNE MORE GO TO:

www.indesignskills.com/tutorials/adobe-color/

Primary Color in Use

Hints of Grapevine Green in photography creates a strong brand identity.

HOW TO USE GRAPEVINE GREEN

Utilize Grapevine Green subtly in imagery with props, clothes and other props that relate to the occasion.



PMS: PANTONE 3282 C
 CMYK: 100/4/56/8
 RGB: 0/130/123
 HEX: 008578



Tertiary Color in Use

These colors are only used to illuminate key way-finding elements and badges. They will highlight WD/ SD and new items.



PMS: PANTONE 485 C
 CMYK: 0/95/100/0
 RGB: 218/41/28
 HEX: DA291C



PMS: PANTONE 1225 C
 CMYK: 1/25/87/0
 RGB: 252/194/59
 HEX: FCC23B

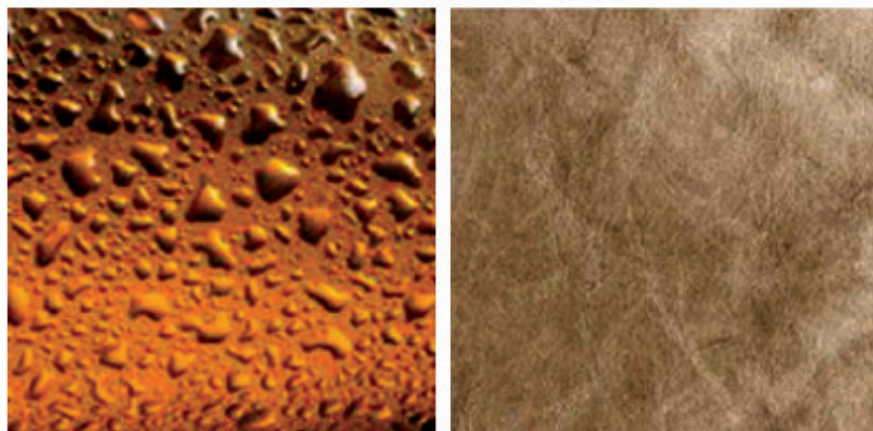
NEW

WINERY DIRECT®



Textures

We add textures from natural elements to our designs and photography. This helps to create a balance between the use of solid colors and compliments our products origins.



Badges

Badges call out a product's special features. Utilize these, as directed, whenever necessary.



Highly Rated
92

NEW!
Sobon Zinfandel
Old Vines
2013 California

\$11.97
PLUS TAX

SHARE MORE.
We know that more interesting finds start with more interesting people. Each Total Wine Professional member and travel the world of wine, have just lately just as they can discover the best bottles to bring home to you. These are just some of our favorites we encourage you to share liberally with friends and family.

Highly Rated
92

\$19.99

Highly Rated
92

96

NEW!
Sobon Zinfandel
Old Vines
2013 California

\$11.97
PLUS TAX

NEW!
Sobon Zinfandel
Old Vines
2013 California

\$11.97
PLUS TAX

NEW!
Sobon Zinfandel
Old Vines
2013 California

\$11.97
PLUS TAX

NEW!
Sobon Zinfandel
Old Vines
2013 California

\$11.97
PLUS TAX

NEW!
Sobon Zinfandel
Old Vines
2013 California

\$11.97
PLUS TAX

Highly Rated

Badges call out a product's special features. Utilize these, as directed, whenever necessary.



Use GrapeVine Green and Soil colors.



This spread will have samples and specs for badge

LTS

Limited call outs are treated as a snipe to display special features. Eliminating the word 'Special' for its overusage. The word 'limited' is special for its definition. Utilize these snipes whenever necessary.

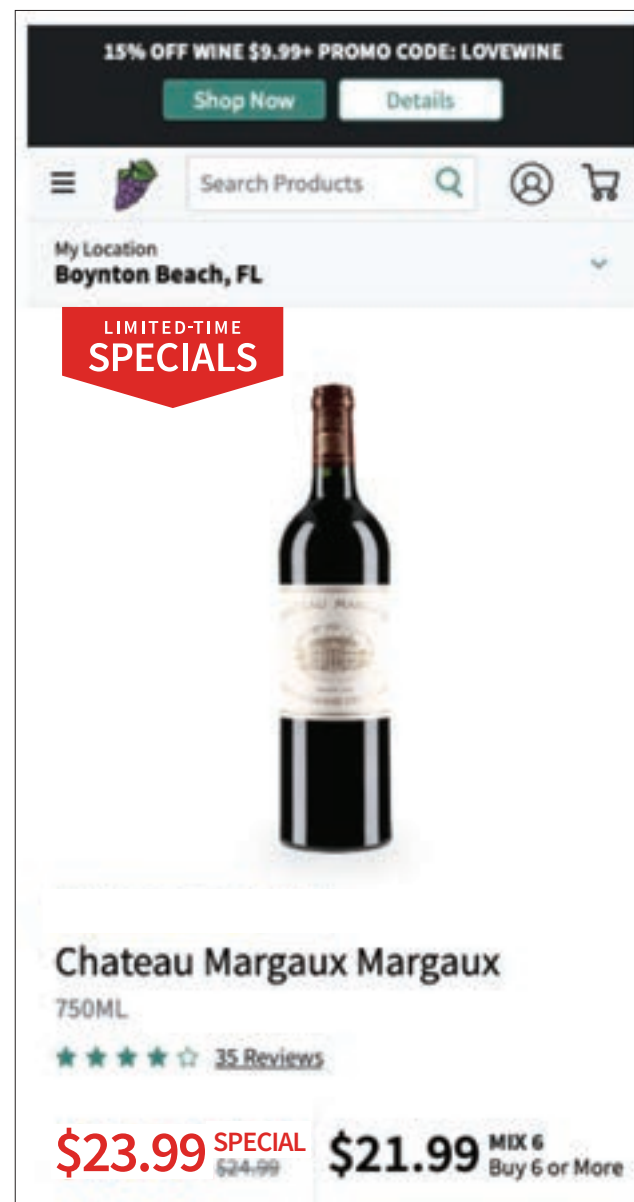
Strawberry is an attractive color that brings awareness to our messaging. This will help our customers distinguish the snipe from all other messaging on display.

LTS snipe is anchored on the top left corner of every product in digital platforms.

New pricing is Strawberry to relate to the special offer.



Use reversed option over imagery or solid colors.



This spread will have samples and specs for badge

Winery & Spirit Direct

Winery Direct call outs are small and always located above the name of the product.

Daisy is a warm and bright color just right for its messaging. Its simplicity helps with other badges or callouts that are associated with the product to be presented in a balanced manner.

WINERY DIRECT®

SPIRITS DIRECT®

Winery Direct icon is always placed to the right of the 'new' badge and above the name of product.



**This spread will have samples
and specs for badge**



PHOTOGRAPHY

Photography

Our imagery is a celebration of anticipation.

The right drink, the right conversation, the right time.



PHOTOS COME TO LIFE THROUGH OUR:

1. People
2. Products
3. Customer Experience

THEY SHOULD LOOK

Joyful
Tell a story
Invite the viewer
Natural
Fun
Real
Colorful
Fresh

THEY SHOULD NOT LOOK

Stark
Cold
Unnatural
Boring
Emotionless
Indifferent
Too busy

Photography

OUR PEOPLE'S JOURNEY

Our photography style for our people's journey captures the joy of obtaining knowledge. By taking candid, real photos that illustrate the journey behind each bottle, we show that the value of what's inside it goes far beyond price.



Photography

OUR PRODUCTS' JOURNEY

Our products are more than liquid in a bottle. They're the stories of where they're from, the people who created it, and the promise of something magical. By illustrating this journey, we show the bigger picture and invite the viewer to discover more.

Throughout all our photography, subtle hints of grapevine green should be used on clothing, props, and environments to signify Total Wine & More branding.



Photography

MOMENTS OF EXPLORATION AND INSPIRATION

We show the deep, rich, and unique nature of our fellow explorers. By showing them enjoying one moment at a time, we bring to life the possibilities we can help provide for them, inviting the viewer along for the story.

Throughout all our photography, subtle hints of grapevine green should be used on clothing, props, and environments to signify Total Wine & More branding.



Photography

HOW WE CAPTURE THE JOURNEY WITH IMAGERY

“We stop at the pour”

EXPLORATION

- Producer
- Vineyard
- In-Store
- Classes

INSPIRATION

CONSUMPTION

- Toasting
- Sipping
- Drinking

A close-up photograph of four glasses of beer. The glass on the far left is a tall, slender tulip-shaped glass filled with a pale golden beer and a thick head of white foam. To its right are three shorter, wider glasses containing beers of increasing color: a golden beer, an amber beer, and a dark brown beer. The background is dark and out of focus.

TEMPLATES

Template Overview

In each of the following creative template directions, our brand pillars of service, selection, and price are present, as they should be in all Total Wine & More deliverables going forward. However, each direction has its own unique take that puts the focus on a specific pillar.