Thank You

CROWN MEADOWS

WINERY
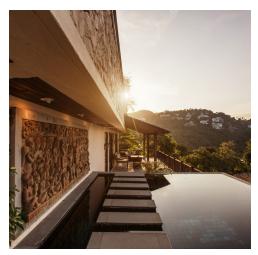
Logo & Brand Guidelines

Introduction

Crown Meadows was started by Benjamin Stuart in 1976 and is now run by his daughter Caroline Wilcox. The winery grounds are located in Goldendale, WA, a rural agricultural city near the Columbia River Gorge in the Pacific Northwest. The grounds of the winery have many amenities for guests including a three-star hotel featuring modern architecture with a traditional Spanish influence, a bright wedding and event space, and a gift shop featuring small-batch, local, and gourmet foods like cheese, honey, and butter. The owner wants to refresh the brand to attract a younger crowd and reflect the passion and fun she feels for the industry and her family-owned business.
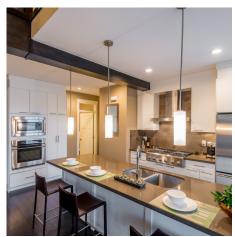
Moodboard

Crown Meadows Winery blends elegance with rustic charm, reflecting its picturesque vineyard landscapes. The imagery features lush hills and vibrant grapevines, evoking tranquility and natural beauty. The color palette includes rich greens, deep purples, and warm earth tones, capturing the essence of the harvest season.

The branding balances sophistication and friendliness, appealing to connoisseurs and casual wine lovers. Classic typography paired with modern design accents enhances the winery's appeal. The imagery of intimate gatherings, award-winning wines, and stunning views positions Crown Meadows as a destination for memorable experiences and exceptional craftsmanship, celebrating the art of winemaking.

Primary Logo

The primary logo of Crown Meadows Winery elegantly reflects the brand's identity on the wine bottle. Featuring a sophisticated blend of gold and deep burgundy, the label embodies luxury.

A stylized crown sits prominently at the top, symbolizing the winery's commitment to excellence. Below, "Crown Meadows Winery" is displayed in a refined serif font, while unique text highlights the vineyard's dedication to craftsmanship.

Flowing lines evoke the vineyard's landscapes, adding an organic touch to the design. This logo captures the essence of Crown Meadows Winery, inviting wine enthusiasts to appreciate the artistry in every bottle.

Black Logo:

Minimum Size:

Secondary Logo

Crown Meadows Winery's secondary logo features an
elegant text logo that combines flowing typography
with playful flips, reflecting the winery's innovative yet
traditional spirit. The earthy color palette, inspired by
the rich tones of wine and the lush vineyard landscape,
enhances its connection to nature. This design effectively
captures the welcoming atmosphere of Crown Meadows
Winery, making it both memorable and distinctive.

CROWN MEADOWS
Winery

CROWN MEADOWS
W I N E R Y

Logo Violations

Please respect the logotypes.

Don't change the format of the logo

Don't outline any part of the logo.

Don't use a different font

Don't separate logo components

ITC Avant Garde Goth

Herb Lubalin and Tom Carnase based their 1970 design of ITC Avant Garde Gothic on Lubalin's logo for Avant Garde Magazine. The condensed fonts were designed for the International Typeface Corporation in 1974 by Ed Benguiat. ITC Avant Garde Gothic is a geometric sans serif type, that is, the basic shapes were made with a compass and T-square; the design is reminiscent of the work from the 1920s German Bauhaus movement. Letterforms built of circles and clean lines are highly effective for headlines and short texts.

ITC Avant Garde Goth 45 Book
ITC Avant Garde Goth 55 Medium
ITC Avant Garde Goth 75 Bold

ITC Avant Garde Goth Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:;$&@%()/.,""-

ITC Avant Garde Goth Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:;$&@%()/.,""-

ITC Avant Garde Goth Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789:;$&@%()/.,""-**

Color Palette

Consistent use of the four colors from the Crown Meadows Winery logo helps maintain a unified brand identity. These colors must be used exclusively in all corporate communications. They are the only colors permitted for application to the symbol and logotype.

Aubergine Black

C	70
M	67
Y	64
K	74
R	34
G	31
B	32

Pale Brown Gold

C	39
M	49
Y	72
K	16
R	144
G	115
B	81

Almond Frost Gray

C	40
M	43
Y	72
K	5
R	155
G	136
B	126

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