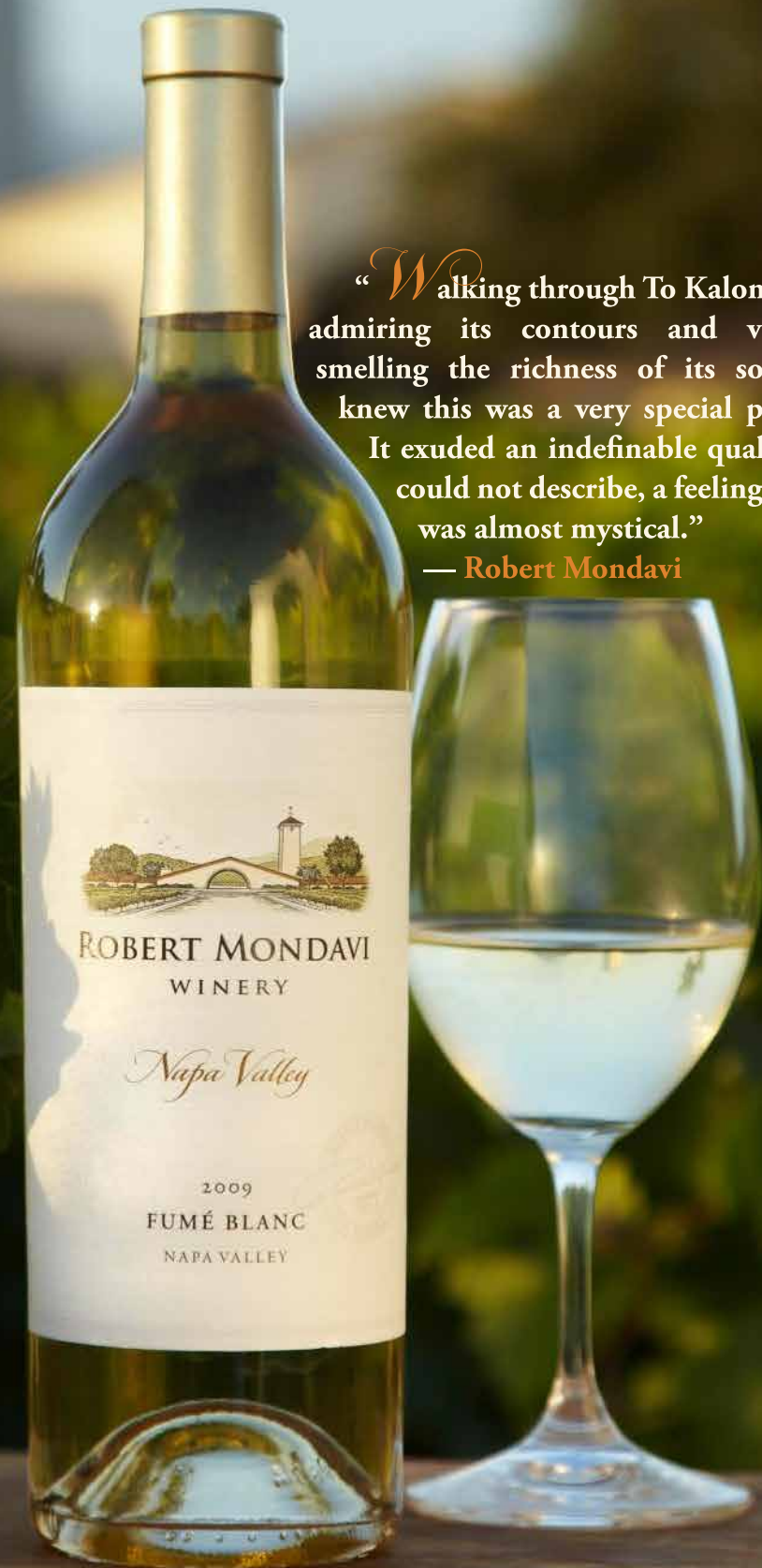


ROBERT MONDAVI
WINERY
—
NAPA VALLEY

Robert Mondavi

*R*obert Mondavi Wines
Guide Book
2013

Table of Contents



“Walking through To Kalon, admiring its contours and vines, smelling the richness of its soil, I knew this was a very special place. It exuded an indefinable quality I could not describe, a feeling that was almost mystical.”
— Robert Mondavi

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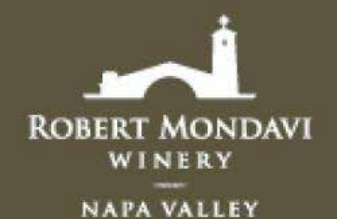
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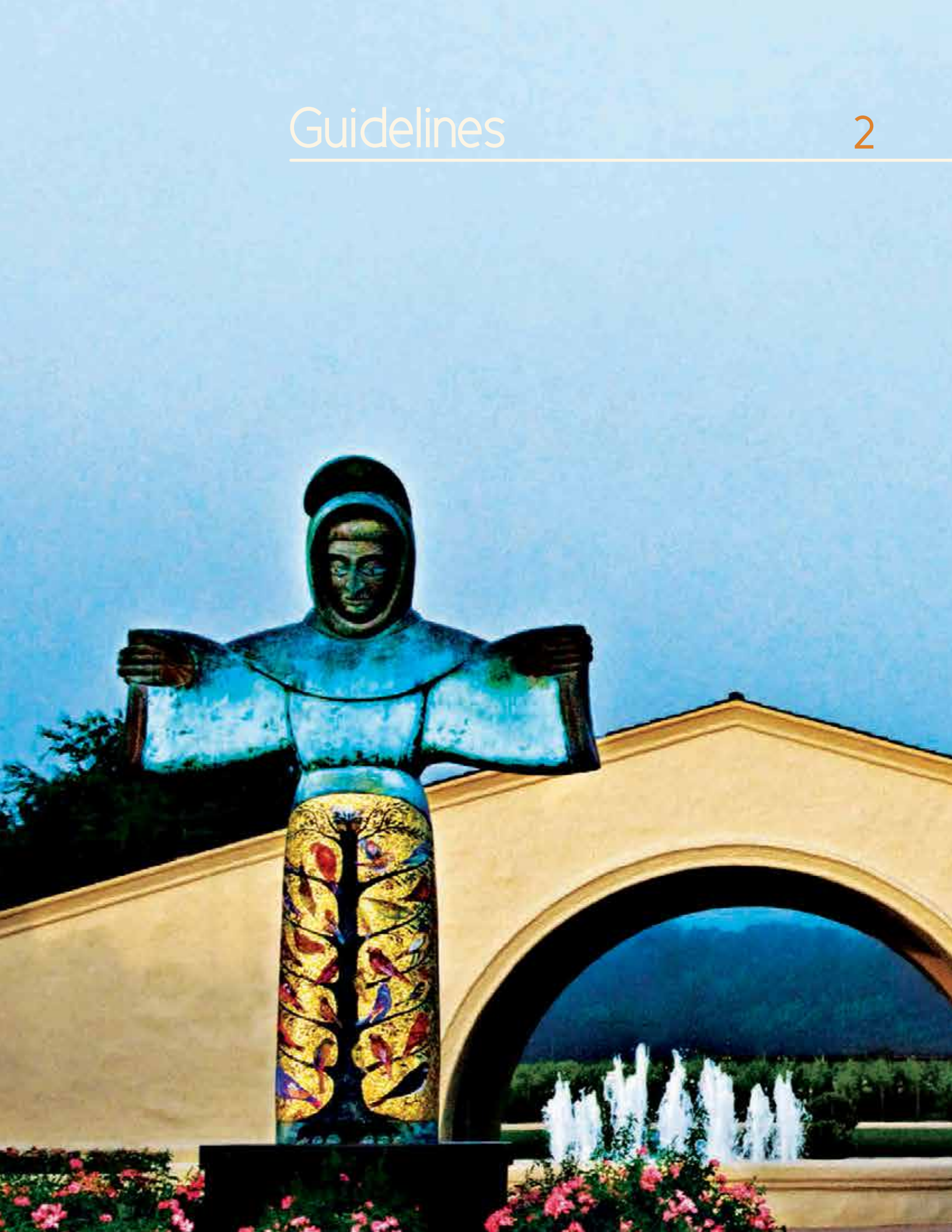
Guidelines

2

On the following pages, you will find an analysis and explanation of research completed on the brand Mondavi Wines. Characteristics of the Mondavi Wines brand and detailed instructions on how to reproduce and apply the visual identity system are estimated from the research. If some elements are actual brand characteristics this will be noted, otherwise please understand the information in this book is an educated approximation.

As consistency in visual presentation is one of the keys to the success of Mondavi Wines brand, please notice this book's system design. It is designed to resemble a consistent treatment of the visual identity system from Mondavi Wines brand.

Furthermore, the last page describes how Mondavi Wine brand is differentiated from its competitors—an important distinction when analyzing brands.



History

4

Robert Gerald Mondavi founded the Robert Mondavi Winery in 1966 in Napa Valley, California with one purpose: to make exceptional wine that captured the true essence of the greatness that is the To Kalon Vineyard. The Robert Mondavi Winery Brand set the standard for the world of fine Wines and continues to do so as a global phenomenon. Robert Mondavi chose the Kalon Vineyard in the heart of the Napa Valley as the home for **Robert Mondavi Winery**.

This first - growth vineyard, located in Oakville, California, is renowned for producing some of the finest Cabernet Sauvignon wines in the world, as well as for its Sauvignon Blanc grapes, from which Mr. Mondavi crafted his signature wine, Fumé Blanc. as adignatur aut quos atium estorepe et pori coriasp ellicaepedis sam, to dic te sinis re estiae simolupti omnihilitat Mr. Mondavi believed that wines should reflect their origins, that they are the product of the soil, the climate, and the careful stewardship of those precious resources. He also believed in combining the newest techniques and technology with time-honored winemaking traditions.

Our winemaking and vineyard teams are proud to carry on our founder's mandate to always strive higher, to pursue Robert Mondavi's goal of excellence with the same passion and innovative spirit, moving forward with programs that break barriers and open new frontiers.

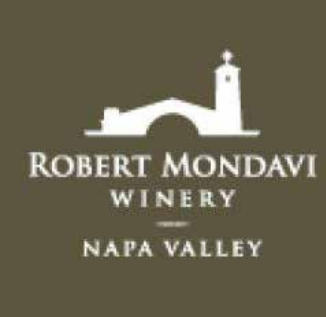
- Mission -

"The winemaking and winegrowing teams are really one team. We have the same mission—to produce wines of great density and rich fruit character, wines of elegance and finesse that complement food. In this way, we combine the structure of the finest French wines with powerful fruit, California-style."

— *Geneviève Janssens*,
Director of Winemaking



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BROUGHT TO YOU BY: **D** + ROBERT MONDAVI PRIVATE SELECTION.

Enjoy our wines responsibly. © 2012 Robert Mondavi Private Selection, Acampo, CA

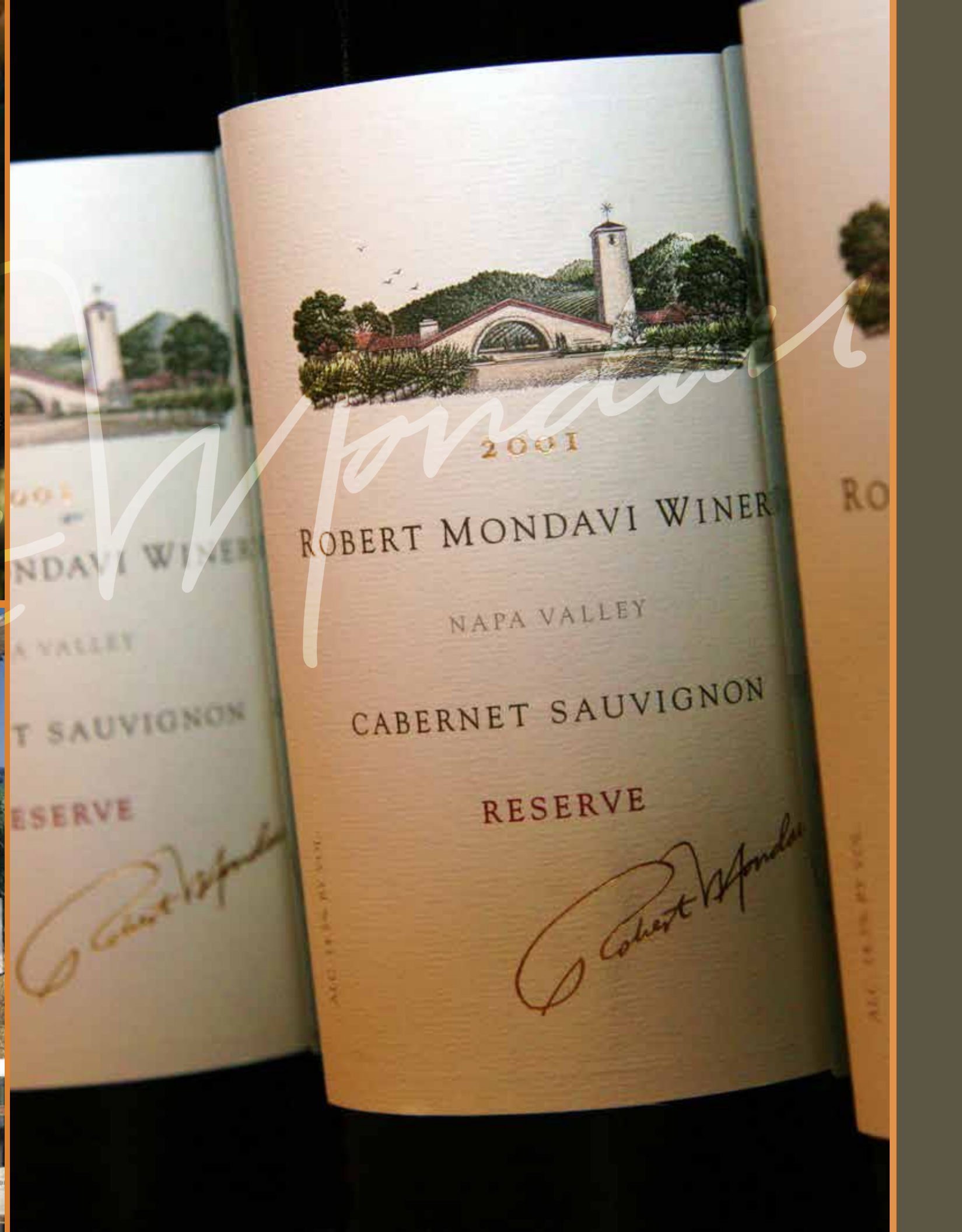
"To make great tasting wines, we watch our vineyards like, well, these guys."

J.J. Gonzalez, vineyard manager, Woodbridge Winery

www.woodbridgewines.com

When Robert Mondavi founded Woodbridge twenty-seven years ago, he wanted to make wine in harmony with the environment. That's why we build birdhouses for the feathered friends that watch over our vineyards. Working with nature gives us award-winning wines, like our bold, smooth Cabernet Sauvignon. Think we're overprotective? Anything less is for the birds.

WOODBIDGE
ROBERT MONDAVI
TASTE OUR SMALL WINERY TRADITION.™

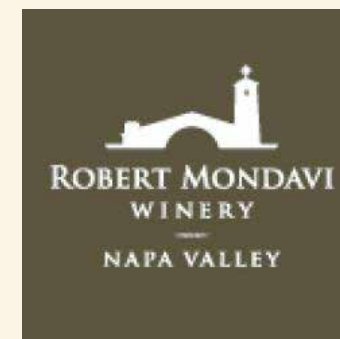


The Mondavi Brand

8

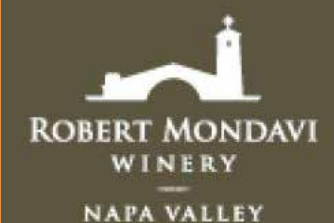
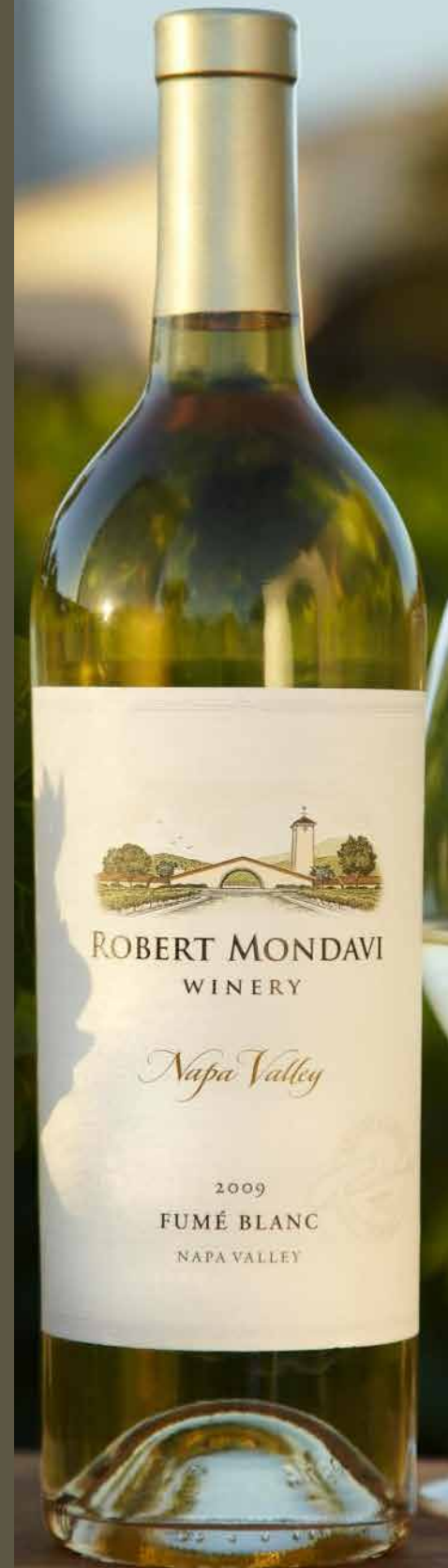
*V*oice - When the name Robert Mondavi Winery is uttered, thoughts of pleasing grace and stylishness engulf the mind. Decedance and timelessness are synonymous with the Robert Mondavi Winery namesake, and deservedly so. That is why the Robert Mondavi Winery brand design aims to portray those emotions with its modern and minimalist approach coupled with overtones of chic and sophisticated expression.

*S*ignature - The signature of the Robert Mondavi Winery Brand is the ever-elegant depiction of the To Kalon Winery coupled with the Robert Mondavi namesake and the home of Robert Mondavi Winery Wines, Napa Valley. Together they create the dynamic foundation behind all Robert Mondavi Winery Wine branding.



Robert Mondavi

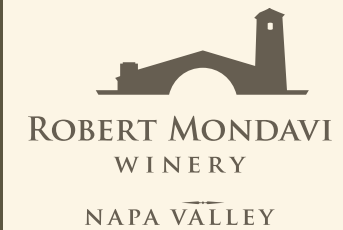
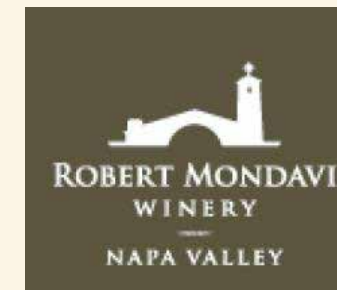
ROBERT MONDAVI WINERY
NAPA VALLEY



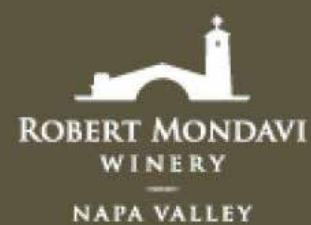
The Mondavi Brand

10 Signature

Primary Logo



Secondary Logo

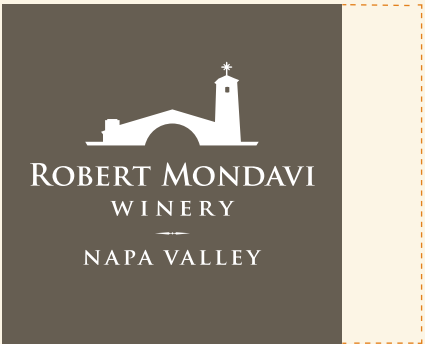
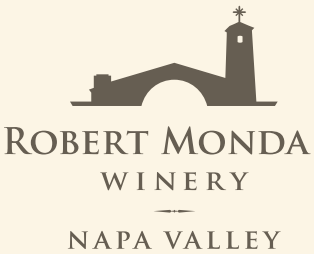


The Mondavi Brand

12

Logo Size Variations

Primary Logo

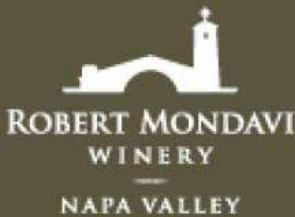


Min. 1 inch

Min. 1 inch

Min. 1 inch

To ensure Legibility the smallest the logo can be prodced is 1-inch wide, or 1.2-inches wide for logo set inside box

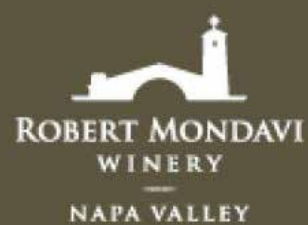
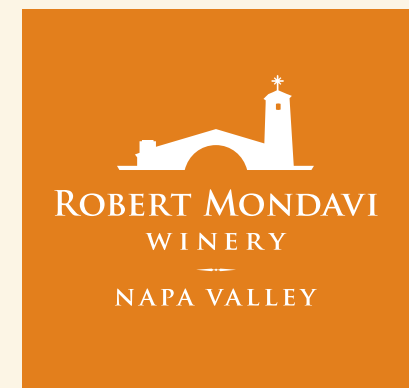
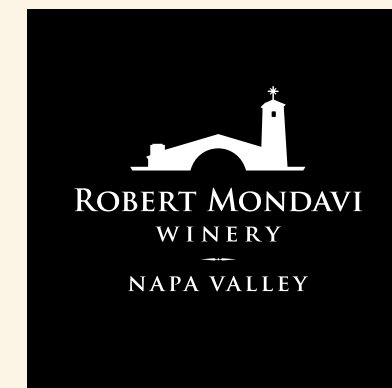
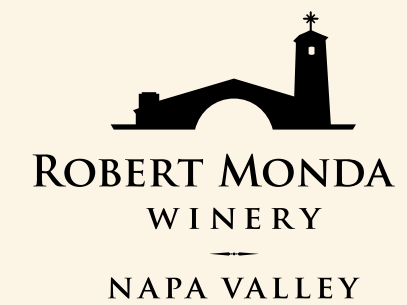


The Mondavi Brand

14

Logo Color Variations

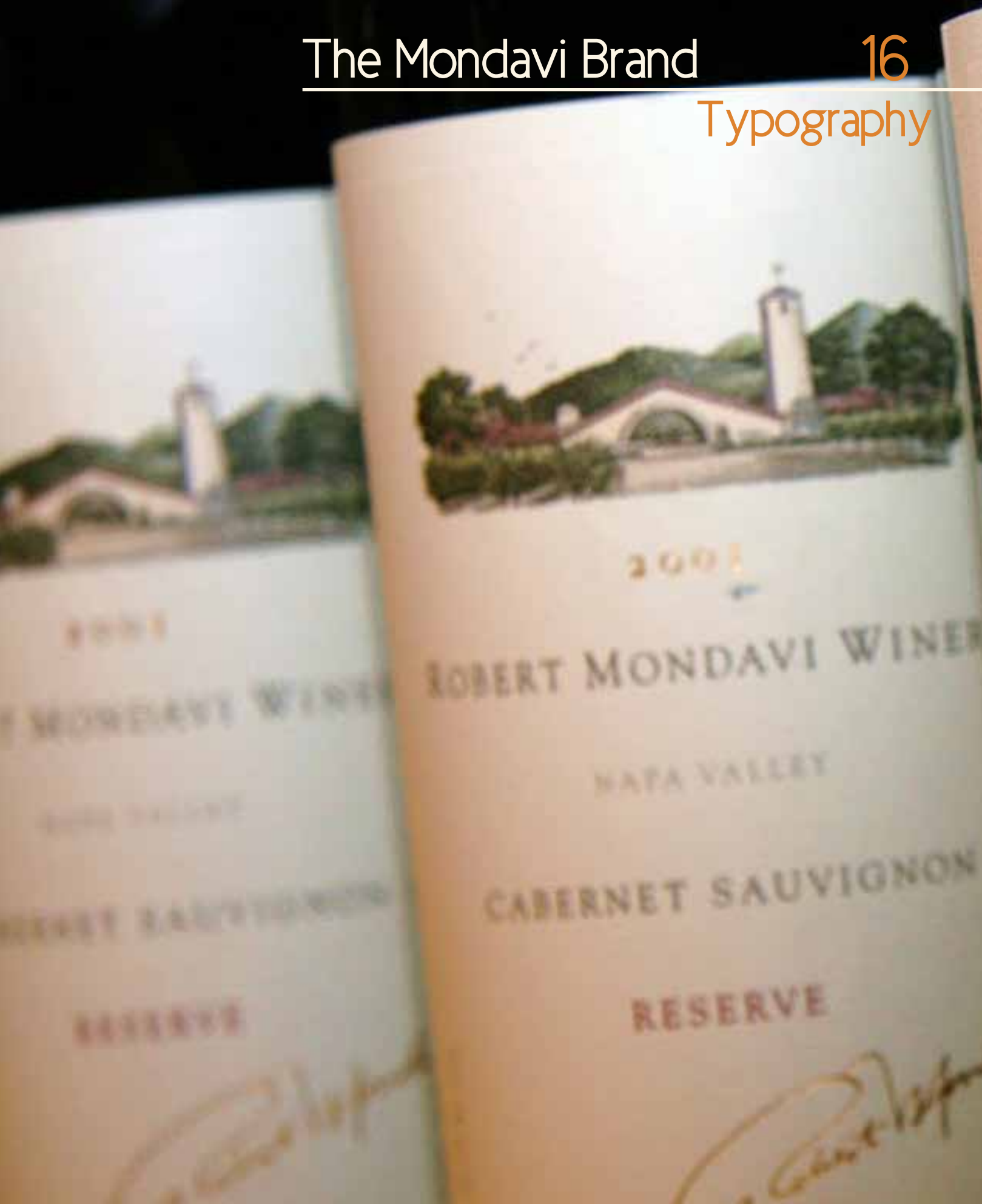
Black, White,
and One-color
versions of Logo



The Mondavi Brand

16

Typography



AaBb

Adobe Garamond full suite

Regular

SMALL CAPS AND OLDSTYLE

Italic

Italic oldstyle figures

Semibold

Semibold Italic

Bold

Bold Italic

Bold Italic oldstyle figures

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

AaBb

GOTHAM *Use for accents and headlines*

Light

Book

Medium

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The Mondavi Brand

Colors

Primary Uncoated: PMS 440	CMYK Print C 29 M 31 Y 43 K 54	Web R 103 G 97 B 86	
Secondary	CMYK Print C 1 M 2 Y 5 K 0	Web R 253 G 250 B 243	
Secondary Uncoated: PMS 718	CMYK Print C 0 M 56 Y 100 K 8	Web R 253 G 250 B 243	

Charcoal

Soft White

Harvest Flame

The colors are a reflection of the beauty of California and most importantly that timeless beauty of the To Kalon Vineyard.

The Mondavi Brand

20 Photography

The focus for the majority of the imagery used in the Robert Mondavi Winery brand is the To Kalon vineyard. All of the illustrations and photography for the company are a depiction of the Vineyard.

Here are three examples of stock photos that could be used in the branding of The Robert Mondavi Winery



The Mondavi Brand

22 Competitors

Top Competitors

E. & J. Gallo Winery



Hardys Wine



Concha y Toro Wine



Sutter Home Wines



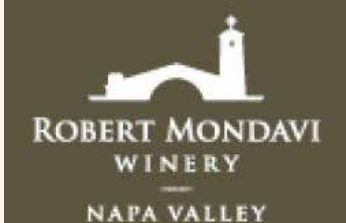
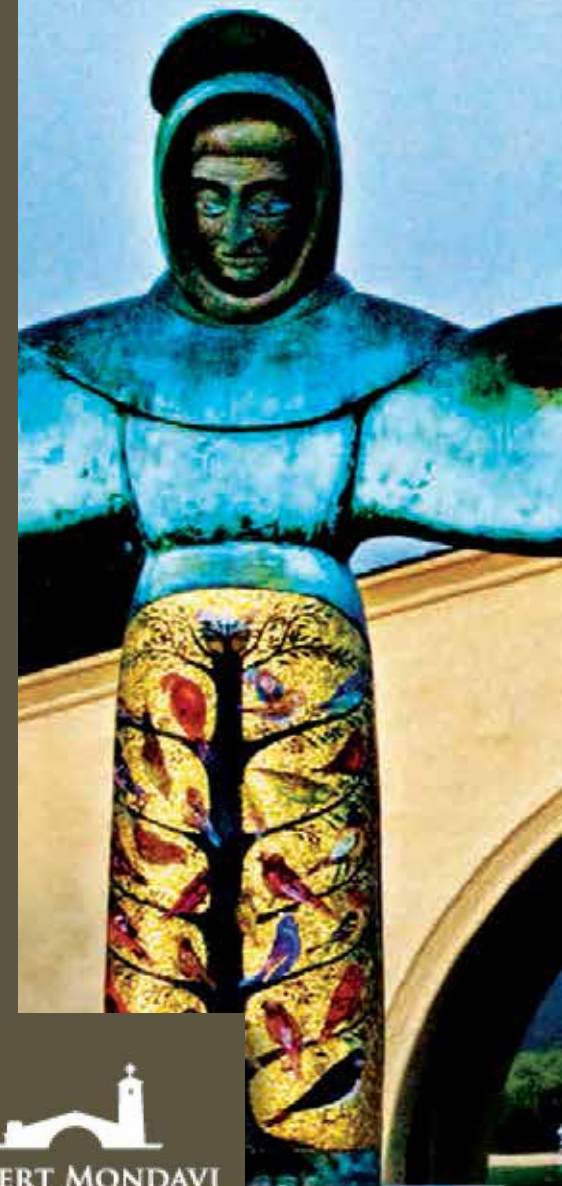
Yellow Tail Wine

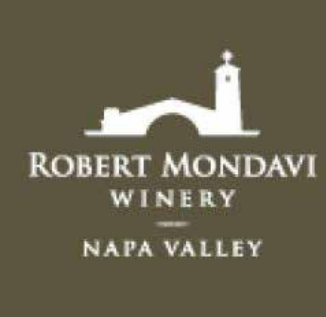


Beringer Wines



Whats sets the Robert Mondavi Winery apart from the competition is its emphasis on the cultural aspect of the brand. The brand always shows images of it home in the To Kalon winery in California and has even made it its logo.





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