



CANVASBACK

Brand Guide 2024

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Who is Canvasback?

The New Frontier for World Class Winemaking

Creating Washington wines that are as complex as they are captivating, Canvasback is following the model established decades ago by Duckhorn Vineyards, and combines grapes from top growers with fruit from Canvasback's own estate vineyard.

Brand History

Crafting Washington's Finest, One Vintage at a Time

In 2012, inspired by Red Mountain's renowned terroir, The Duckhorn Portfolio launched Canvasback, aiming to craft exceptional Cabernet Sauvignons. Led by

Winemaker Joseph Czarny, Canvasback's dedication to quality led them to expand beyond Cabernet, embracing diverse varietals like Cabernet Franc,

Syrah, Merlot and Riesling from across Washington State. Their journey included acquiring the coveted Longwinds Vineyard and opening a rustic-chic tasting room in Walla Walla in 2019. Guided by a commitment to showcasing

Washington's finest wines, Canvasback continues to explore and share the region's diverse offerings with wine enthusiasts worldwide, paying homage to

its waterfowl tradition with the name Canvasback.



Canvasback Wines

Where Tradition Meets Innovation in Washington Wine Country

Canvasback is dedicated to crafting exceptional wines that reflect the diverse terroir of Washington State.

The Red Mountain Cabernet Sauvignon is the sole wholesale wine in the Canvasback portfolio. DTC wines include a range of Cabernet Sauvignon, Syrah, Merlot, Riesling, Red Blends and White Blends, plus our pinnacle Grand Passage Red Mountain Cabernet Sauvignon.

This commitment to exploration brings forth the best of Washington's wine country while maintaining a tradition of excellence and innovation in every bottle.



Word Bank & Tone

The essence of the Canvasback vibe, deeply rooted in the style and culture of the Pacific Northwest

Adventure

Epic

Innovation

Bold

Exploration

Rugged

Daring

Fearless

Tenacious

Determined

Frontier

Distinctive

Heritage

The tone associated with these words is adventurous, daring and resolute. It exudes confidence and determination, reflecting a willingness to take risks and embrace challenges head-on. The tone also highlights a commitment to perseverance and pushing boundaries. It celebrates heritage while embracing the journey of forging new frontiers.



Logos



CANVASBACK

Primary logo for promoting the brand in Washington State and on social media.



CANVASBACK[®]
WASHINGTON STATE

Primary logo for promoting the brand outside of Washington state.

Brand Stamps



Alternative stylistic logo for print materials, web and social media.

Canvasback duck?

Brand Colors

Canvasback's brand colors capture the rugged essence of the Pacific Northwest, merging bold and subdued hues that reflect the region's vibrant character. Inspired by the earthy sandy loam soils of Red Mountain, the cool greys of the ocean, and the creamy crests of its waves, the palette underscores its diverse landscapes.

RBG 173 | 69 | 19
CMYK 0 | 77 | 100 | 33
HEX #AD4513

RBG 160 | 97 | 78
CMYK 30 | 66 | 69 | 15
HEX #A06145

RBG 249 | 241 | 219
CMYK 2 | 3 | 15 | 0
HEX #F9F1DB

RBG 140 | 132 | 129
CMYK 36 | 34 | 35 | 21
HEX #8C8481

RBG 203 | 196 | 184
CMYK 21 | 19 | 26 | 0
HEX #CBC4B8

RBG 217 | 210 | 204
CMYK 14 | 14 | 16 | 0
HEX #D9D2CC

Typography

Header · Clarendon Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 ~ ! @ # % \$ ^ &) | " < > ?

Sub Header · Whitney Regular / Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 ~ ! @ # % \$ ^ &) | " < > ?

Body Copy · Adobe Garamond Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 ~ ! @ # % \$ ^ &) | " < > ?

Imagery

The imagery and visual style associated with the brand should be dynamic and captivating, reflecting the adventurous spirit of the Canvasback wine drinker. It should convey a laid-back attitude while also showcasing eco-friendly values and a tech-savvy mindset.

walnut

white ash

rainwear fabrics

rough hewn stone

wool

cast iron

coastal



Mood Board



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