

CANVASBACK

Brand Guide 2024



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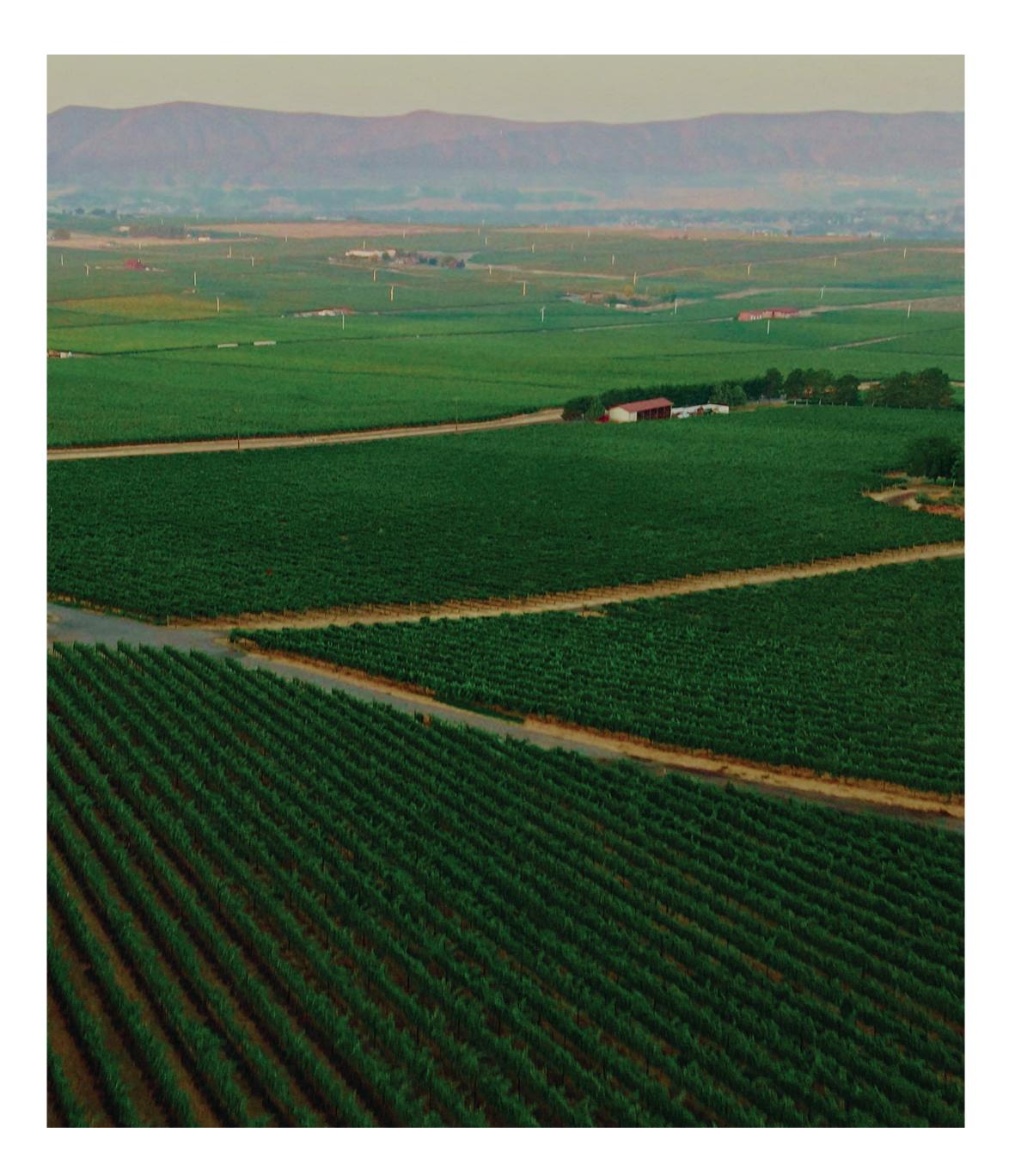


Who is Canvasback?

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.

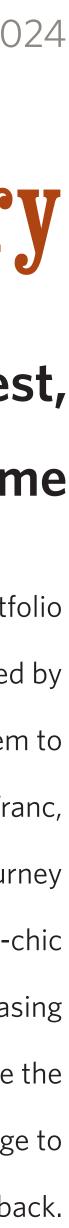




Brand History

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 Cabernert 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 essense 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	

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.





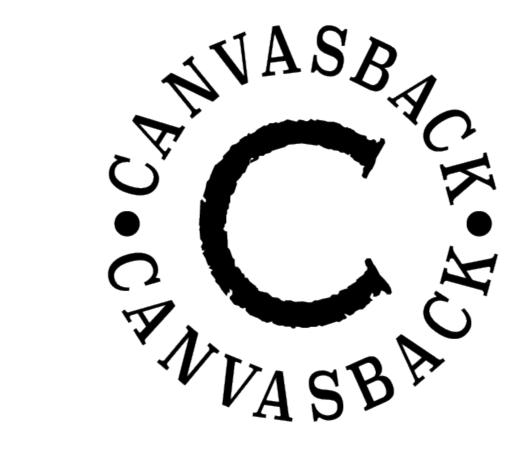
CANVASBACK

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	RBG249241219CMYK23150HEX#F9F1DB
RBG 140 132 129	RBG 203 196 184	RBG 217 210 204
CMYK 36 34 35 21	CMYK 21 19 26 0	CMYK 14 14 16 0
HEX #8C8481	HEX #CBC4B8	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.

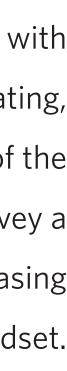
white ash

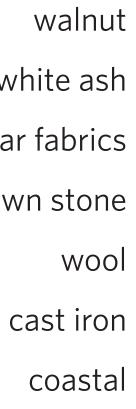
rainwear fabrics

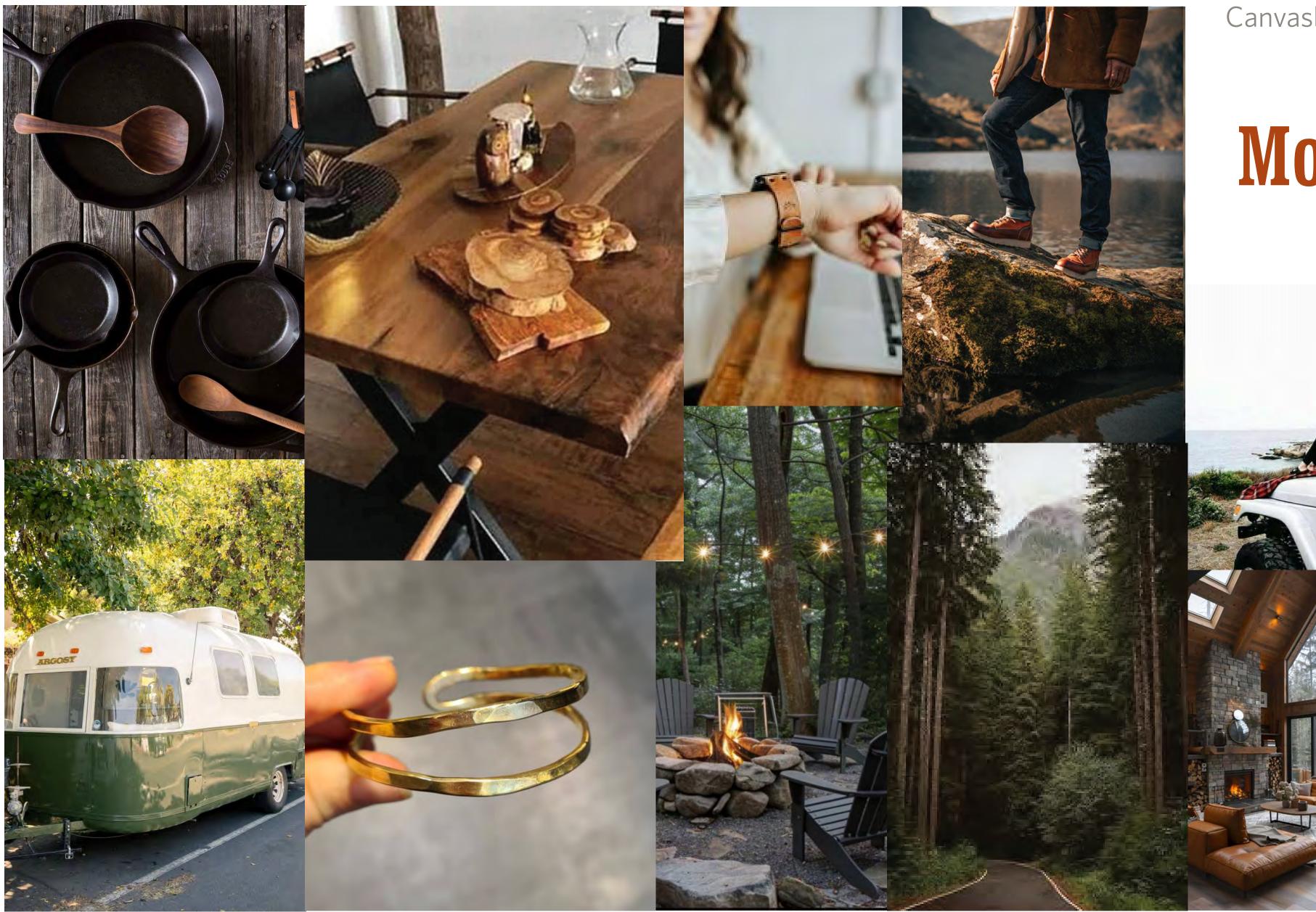
rough hewn stone











Mood Board



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