



PEJU

NAPA VALLEY

BRAND GUIDELINES

2025

PEJU – Contents

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PEJU – Brand Guidelines

Why Do We Need Brand Guidelines?

Our brand plays a very distinct role versus our products. Products (our wines, tasting experiences, events) are what we sell. Our brand defines who we are.

It goes beyond the physical attributes of our products and hospitality offerings by tapping into the emotions, values, and experiences associated with PEJU, and PEJU alone. Our brand fosters recognition, trust and loyalty, but only if it is always represented consistently across all consumer touch points.

This document serves as a visual and written guideline for the PEJU brand across print and digital realms. You play an important role in telling our story to others. We need your help to keep our message and brand consistent in both content and style. If you have any questions about maintaining brand standards, please review this guide first.

PEJU – Who We Are

Brand Positioning

PEJU is a classic, unpretentious Napa Valley brand with something for everyone.

Key Support Points

Classic

- ◇ Family owned and operated for over 40 years. 2nd generation daughters now at the helm.
- ◇ Unpretentious – true to Napa’s roots of offering well-made, unpretentious, and approachable wines suitable for all tastes.
- ◇ Support the community and the arts.

Winemaking and Sustainability

- ◇ Winemaker Sara Fowler has been making PEJU wines since 2005.
- ◇ Wide range of varietals and styles. Something for everyone’s tastes and wallets.
- ◇ Predominantly estate fruit.
- ◇ Sustainable and organic farming practices. Napa Green certified.

Hospitality

- ◇ Warm, welcoming, family and dog friendly, walk-ins (welcomed).
- ◇ Variety of tasting and culinary experiences (at a reasonable price).
- ◇ Beautiful property to explore with an array of art.
- ◇ Tours.
- ◇ Events.

Brand Persona

Approachable | Fun | Relaxed | Authentic and Engaging

(Think Jennifer Garner and Pedro Pascal)

PEJU – Written Communications

PEJU

Use **all caps** when referring to the **winery or brand**.

- ◇ Correct: PEJU is known for its hospitality and estate-grown wines.
- ◇ Incorrect: Peju is known for its hospitality and estate-grown wines.

Peju

Use **title case (Peju)** when referring to the **Peju family**.

- ◇ Correct: The Peju family has been rooted in Napa Valley since 1983.

PEJU Winery

Always refer to the physical winery as **PEJU Winery**, not just “PEJU” or “the winery” on first reference.

- ◇ Correct: Visitors to PEJU Winery are welcomed by HB and her pups.
- ◇ Follow-up references may use “the winery” when context is clear.

Peju Family Vineyards and Winery

This is the official **DBA for bottlings**. Use this full name for compliance, legal labeling, and back label copy when required.

Logo – Logotype

The PEJU typeface logo is a universal signature we use across all communications. We use our short logo the most frequently and add on elements depending on the end product or audience. Always use the full logotype for items that are customer facing.

We want it to be instantly recognizable, so consistency is important—please don't edit, change, distort, recolor, or reconfigure it. We have two versions of the typeface logo. Choose the logo most appropriate for your application.


We refer to this as our typeface logo, typeface lockup, or logotype interchangeably.



Small Typeface Logo

Primary Usage (Internal)

1 Color Printing
Employee Facing Items
Small Surface Items
Large Signage



Large Typeface Logo

Primary Usage (Consumer Facing)

1 Color Printing
Consumer Facing Items
Embroidery
Etching
Small Surface Items
Emails
Advertising
Packaging
Stationery

Logo – Tower

Pairing the typeface lockup with the tower illustration makes an easily identifiable brand statement. When pairing the illustration and typeface lockup, we recommend that both elements use their assigned brand colors. Always use the full lockup for items that are customer facing.

We refer to this as our tower illustration lockup or logo interchangeably.



PEJU

Tower Logo

Primary Usage (Internal)

2 Color Printing
Employee Facing Items
Large Surface Items



PEJU

NAPA VALLEY

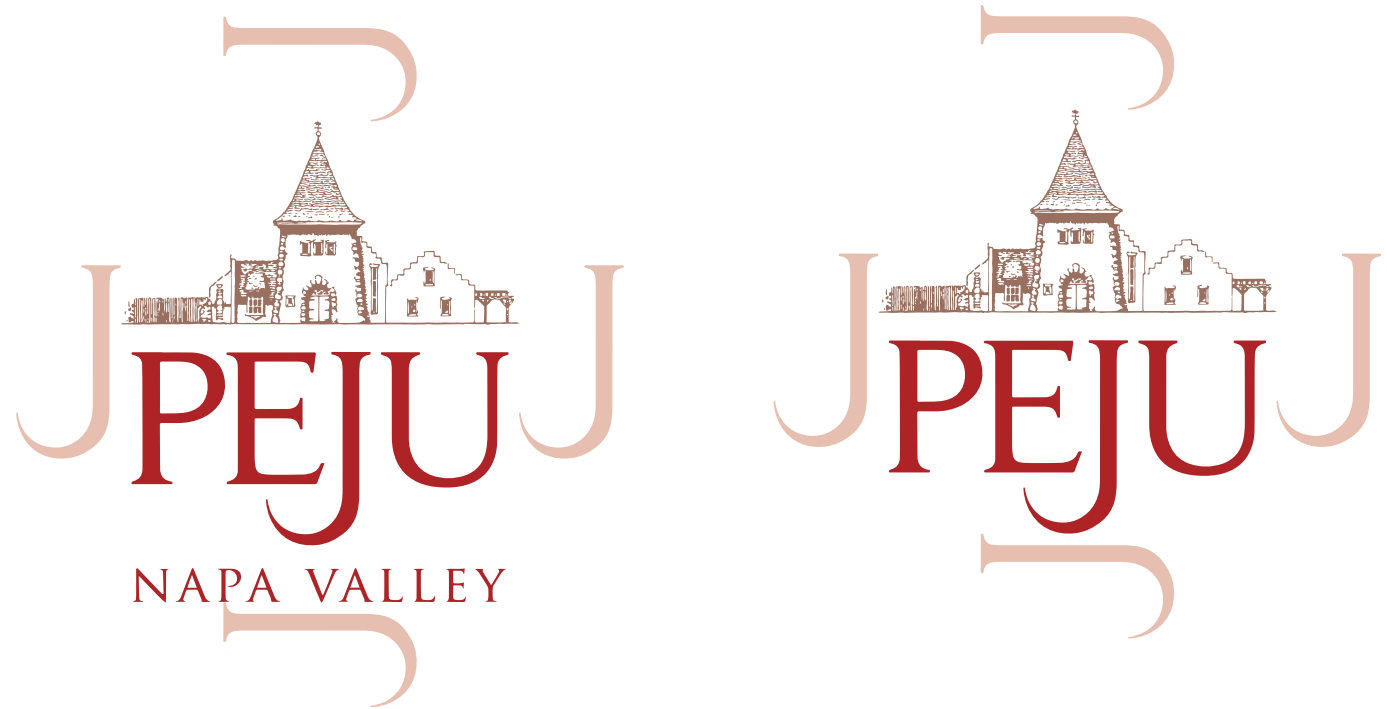
Tower Logo Napa Valley

Primary Usage (Internal)

Winery Collateral
Tasting Notes
Emails

Logo – Clear Space

There should be enough open space at the top of the logo to allow for appropriate placement in print or online applications. Use the letter J of the logotype as a guide for the minimal spacing between the logo and any elements on a page. Do not manually set the spacing between the different elements of the logo to maintain consistency.

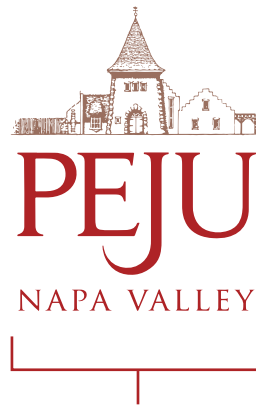


The designated clear space surrounding the logo accounts for the width of the letter J in the Logotype

Logo – Minimum Sizing

The minimum size for the Tower Logo Napa Valley is 33 mm (1.3 in) wide. Use the typeface logo for anything smaller. We recommend using the small typeface logo at no smaller than 25.4 mm (1 in) wide.

Vendors will not be able to print the intricate details of our tower illustration when it comes to embroidery, etching, foiling, etc. at a certain scale.



33 mm (1.3 in) width / minimum size
(size on envelope)

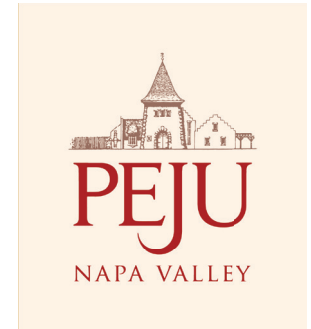
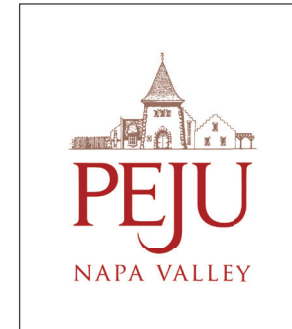


25.4 mm (1 in) width / minimum size
(imprint size on a wine key)

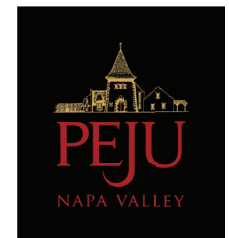
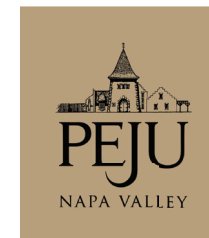
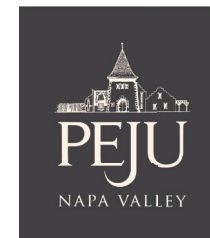
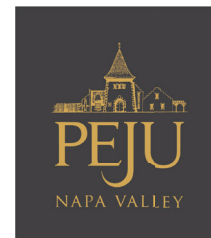
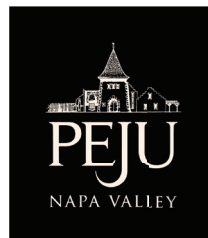
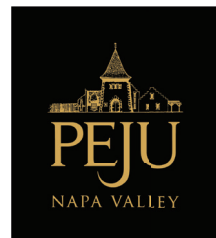
Logo – Collateral & Merchandise

The primary usage of the Large Tower Logo Napa Valley is separated into two colors. The tower uses Mocha Mousse and the text uses our PEJU Red.

For collateral, merchandise and logo wearables, the PEJU Tower Logo Napa Valley may sit on a field of white or Old Lace. For items produced in black or Charcoal, may use Gold Tower & PMS 1805 C for PEJU and Napa Valley with or without a Gold drop shadow, to increase contrast. If red isn't showing well due to printing process, and gold foil option (foil: KURZ 416) is not available or too costly, White or Gold can be utilized with approval of Senior Director of Marketing



Variations



Logo – Club PEJU

Our Club PEJU logos are used primarily on white for Club marketing materials. Logo should not exceed 15% of paper/canvas area and should always be placed at least 0.25 inches from end of paper/canvas. Logo should never be skewed, stretched, manipulated or distorted.

Variations:

For merchandise and logo wearables, the red Club PEJU logo may sit on a field of White, Old Lace, or Charcoal. For items that are produced in black or Charcoal, use Club PEJU in White or Gold to increase contrast. Any new items must be approved before production by the Senior Director of Marketing.

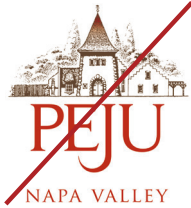


Variations



Logo – Logotype DON'TS

Only use artwork provided by PEJU. Do not alter the artwork in any way. Do not adjust the width or the aspect ratio of the artwork. Do not add messages to the mark. Do not add visual effects such as shadows, glows, or reflections to the mark. Do not flip, rotate, or animate the type or tower.



1. **DO NOT** use old logo



2. **DO NOT** stack letters



3. **DO NOT** adjust the baseline



4. **DO NOT** add tracking/ Kerning



5. **DO NOT** squash or stretch



5. **DO NOT** squash or stretch



6. **DO NOT** flip elements



6. **DO NOT** flip elements



7. **DO NOT** use off-brand colors



8. **DO NOT** use lowercase letters



9. **DO NOT** use smallcaps



10. **DO NOT** add a stroke



11. **DO NOT** rotate elements



12. **DO NOT** scale smaller than minimum size



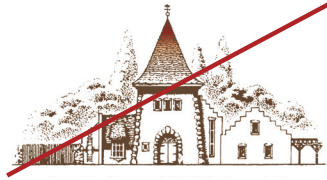
13. **DO NOT** put elements within clear space



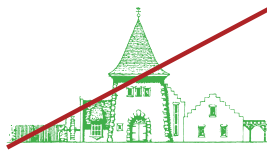
14. **DO NOT** overlay elements

Logo – Tower Illustration DON'TS

The tower illustration must never be altered. Some examples of incorrect usage, including color changes, stretching and rotation, are shown at right. Please use this as a reference before placement of the logo.



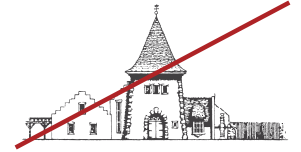
1. **DO NOT** use old tower



2. **DO NOT** use any off-brand colors



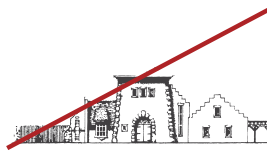
3. **DO NOT** use any gradients



4. **DO NOT** flip any elements



5. **DO NOT** use effects



6. **DO NOT** remove elements



7. **DO NOT** add a stroke



8. **DO NOT** use complex backgrounds



9. **DO NOT** use low-contrast backgrounds



10. **DO NOT** rotate any elements



11. **DO NOT** scale smaller than minimum size



12. **DO NOT** reverse out image



13. **DO NOT** stretch or squash

Typography – Marketing

Our primary typefaces for print and digital are Minerva Modern and Capitulum 2.

The font combinations shown here are the primary font hierarchies for PEJU.

These are discrete combinations, see existing collateral for examples of use.

- 1: Headline
- 2: Sub-Headline
- 3: Body Copy
- 4: Caption
- 5: Mouse Type
- 6: Button

1 | Minerva Modern | Regular All Caps | 17 pt

LEARN ABOUT OUR HISTORY

2 | Minerva Modern | Bold | 12 pt

Life in Wine Country

3 | Capitulum 2 | Light | 10 pt

Not long after, the family met Stan Meyer, the owner of Rustridge Ranch and Winery, who kept horses and magnanimously offered to give two to the girls. They rode horses, played on the wind machine and forklift, rode with glee on the Honda wagon cart. Tony and Manuel Corona, our foreman to this day, worked to cultivate the vineyard while H.B. and the children became acclimated to the Napa Valley, discovering the magic that vineyard land beheld. At that time, they were selling their grapes to other wineries, the excess of which went to home winemakers in Canada. During harvest, they would load up thirty-pound boxes and put them on a truck to be shipped.

4 | Minerva Modern | Italic | 8 pt

Pictured: Tony Peju and Sunny the horse, Lisa Peju and JR the horse, 1987

5 | Minerva Modern | Regular | 6 pt

8466 St. Helena Highway Rutherford, CA 94573

6 | Minerva Modern | Regular All Caps | 8 pt

BUTTON

Consumer Facing Branded Usage

Website, Print Collateral, Signage

*Reference page 13 on how to apply color to typography heirarchies.

Typography – System

There will be certain situations where our primary branded typography will be unavailable.

Trebuchet and Times New Roman should be only be used in Microsoft Word, PowerPoint, etc, and email programs. All other consumer-facing collateral should use our primary typefaces.

When sending items such as emails or documents to employees, vendors, or other non-consumers, Trebuchet and Times New Roman should be used.

- 1: Headline
- 2: Sub-Headline
- 3: Body Copy
- 4: Caption
- 5: Mouse Type
- 6: Button

1 | Times New Roman | Regular All Caps | 17 pt

LEARN ABOUT OUR HISTORY

2 | Trebuchet | Bold | 12 pt

Life in Wine Country

3 | Trebuchet | Light | 9 pt

Not long after, the family met Stan Meyer, the owner of Rustridge Ranch and Winery, who kept horses and magnanimously offered to give two to the girls. They rode horses, played on the wind machine and forklift, rode with glee on the Honda wagon cart. Tony and Manuel Corona, our foreman to this day, worked to cultivate the vineyard while H.B. and the children became acclimated to the Napa Valley, discovering the magic that vineyard land beheld. At that time, they were selling their grapes to other wineries, the excess of which went to home winemakers in Canada. During harvest, they would load up thirty-pound boxes and put them on a truck to be shipped.

4 | Trebuchet | Italic | 8 pt

Pictured: Tony Peju and Sunny the horse, Lisa Peju and JR the horse, 1987

5 | Trebuchet | Regular | 7 pt

8466 St. Helena Highway Rutherford, CA 94573

6 | Trebuchet | Regular All Caps | 8 pt

BUTTON

Unbranded or Limited Usage

Consumer Emails, Internal Emails, Internal Documents, or Forms

*Reference page 13 on how to apply color to typography heirarchies.

Colors – Palette

Using a consistent color palette helps build awareness and recognition for PEJU. When possible, use these specified colors to ensure consistency across all brand collateral.

PEJU Red should be only used in the logo and should not appear elsewhere. The mocha mousse, charcoal grey, old lace, and gold support the red.

Usage for the secondary colors is specified below each color. Please do not deviate from these rules to maintain consistency.

PEJU RED

CMYK: 22 / 98 / 99 / 14

HEX: #AD2624

RGB: 173 / 038 / 036

PMS: 1805 C

SOLID COLOR COATED

USES:

PEJU Red should be used in the logo ONLY.

We should not see this color applied elsewhere.

MOCHA MOUSSE

CMYK: 00 / 28 / 37 / 40

HEX: #996f60

RGB: 153 / 111 / 096

PMS: 4715 C

SOLID COLOR COATED

USES:

Tower Illustration

GOLD BAR

CMYK: 18 / 33 / 78 / 01

HEX: #D1A655

RGB: 209 / 166 / 085

PMS: 871

FOIL: KURZ 416

USES:

Accents

CHARCOAL

CMYK: 68 / 62 / 58 / 46

HEX: #414042

RGB: 065 / 064 / 066

PMS: 2336 C

SOLID COLOR COATED

USES:

Headlines, Sub-Headlines, Body, Copy, Captions Mousetype

OLD LACE

CMYK: 00 / 06 / 11 / 00

HEX: #FFF1E2

RGB: 255 / 241 / 226

PMS: 7506 C (40%)

SOLID COLOR COATED

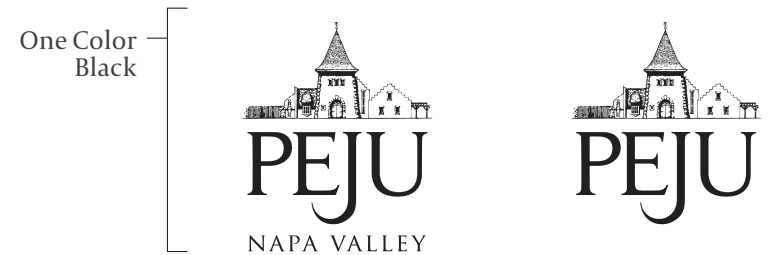
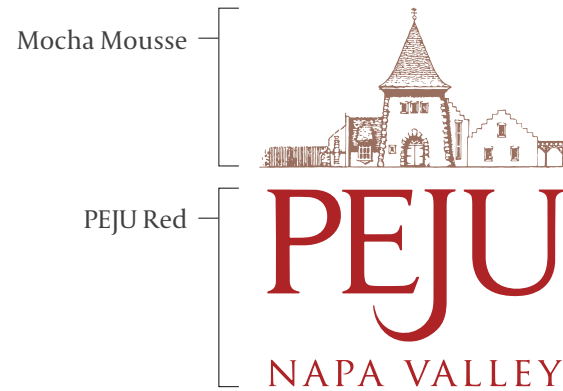
USES:

Backgrounds

Colors – Two Color and One Color

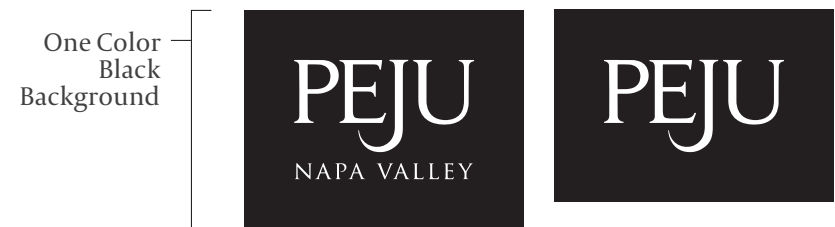
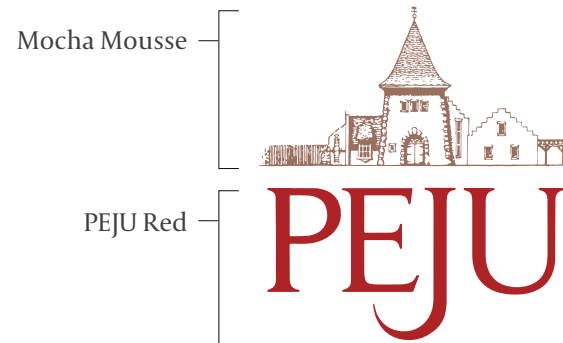
Two Color

The primary usage of the Large Tower Logo Napa Valley is separated into two colors. The tower uses Mocha Mousse and the text uses our PEJU Red. Do not use any color other than what is shown and specified on the right. Do not attempt to color match our brand colors, we have all formats for print and digital listed on page 15.



One Color

Use only one color charcoal for our full lockup. Do not use white or PEJU red. If you must use old lace or PEJU red, please use our full or short logotype.





8466 St. Helena Highway
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