

DOPPIO
PASSO



BRAND GUIDELINES

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01. LOGO



MASTER LOGO

The masterbrand is made up of the crest and the Doppio Passo logotype. This version is the only permitted combination of the two elements.

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VARIATIONS

The master version of the logo must be used for most corporate applications.

The version with just the logotype must be used only when the crest cannot be reproduced or when there is limited space available.

The crest must be used on its own only where the limited space available makes this the most appropriate option.

The main usages are given on the right.



MASTER LOGO

This is the primary version of the logo, used on most communications, such as:

Wine labels and boxes
Printed corporate material
Email signature
Advertising
Stationery
Website and digital media
Event invitations
Signage



LOGOTYPE

This version should be used only where size or technical printing limitations mean the crest cannot be reproduced.

Wine labels and boxes
Hot foil stamping
Embossing/debossing
Signage



CREST

Use of the crest on its own is recommended for smaller treatments where the logo needs to be scaled down significantly, or for use as an icon.

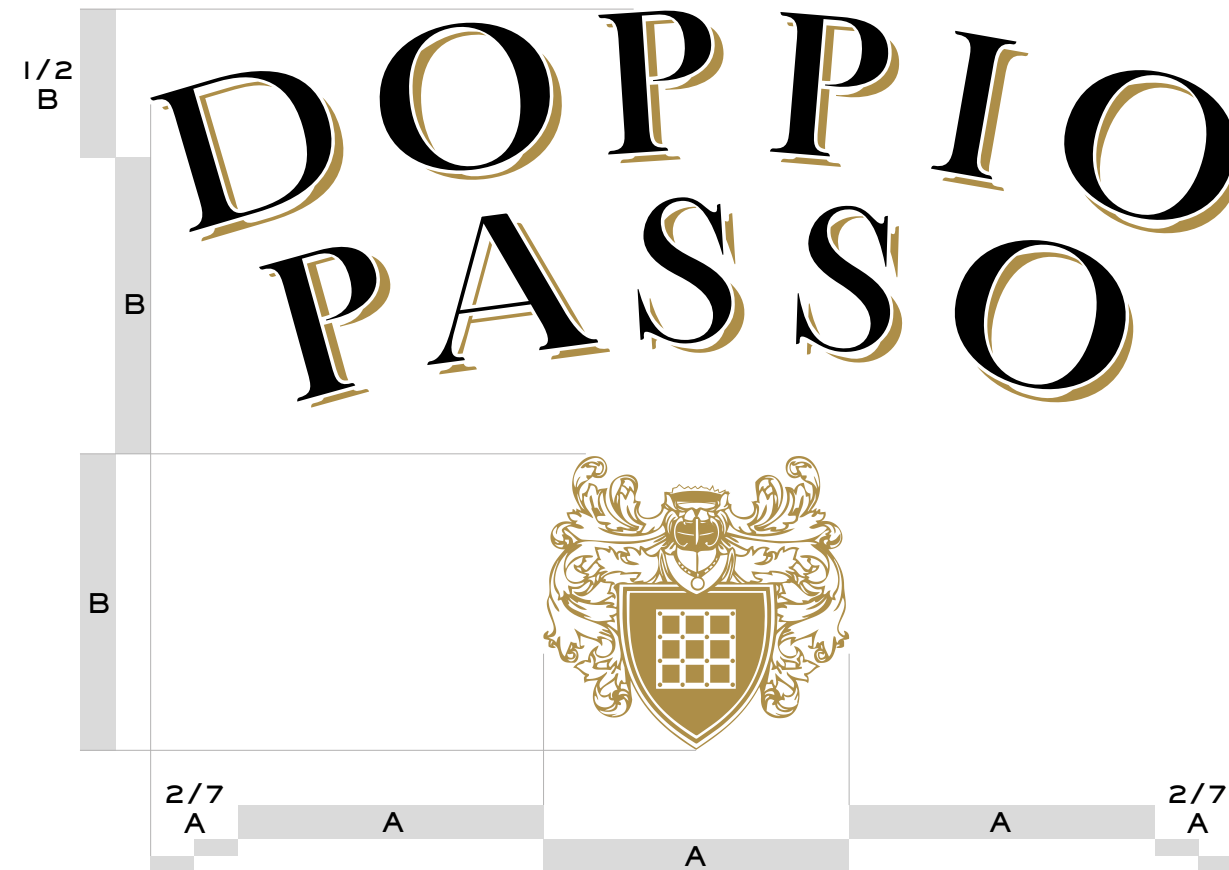
Decoration on glass
Wax seal stamp
Social and digital media
Hot foil stamping



MASTER LOGO - PROPORTIONS OF ELEMENTS

The proportions between the logotype and crest
are set and cannot be altered.

The width of the logo is 3 and 4/7 times the width
of the crest, while the height of the full logo is
2 and a half times the height of the crest.





MASTER LOGO - EXCLUSION ZONE

Always maintain sufficient clear space around the logo to ensure readability and avoid interference with other elements.

The exclusion zone on all four sides is equal to the height and width of the letter "S" of the Doppio Passo logo.





MASTER LOGO - MINIMUM SIZE

To maintain readability and ensure the logo can be reproduced properly, we have established a few minimum sizes recommended for printed material and online usages.

Further scaling down is to be avoided.

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∞ - 31 MM
∞ - 305 PX

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30-25 MM
305-120 PX

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24-7 MM
119-75 PX



9 MM
80 PX



MASTER LOGO - PRIMARY COLOURS

The primary corporate colours of the Doppio Passo logo are Kurz 423 hot foil stamped gold and Pantone Black.

To meet printing requirements, the hot foil can be replaced with Pantone metallic 872 U or 10356 C.

The relevant main conversion values are given on the right.

HOT FOIL
KURZ 423
PANTONE
872U / 10356C

CMYK 25/35/75/20
RGB 173/142/72
HEX #AD8E48

PANTONE
BLACK

CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

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MASTER LOGO - SECONDARY COLOURS

The secondary corporate colours of the Doppio Passo logo are Kurz 423 hot foil stamped gold and Pantone 1995 (U/C).

To meet printing requirements, the hot foil can be replaced with Pantone metallic 872 U or 10356 C.

The relevant main conversion values are given on the right.

HOT FOIL
KURZ 423
PANTONE
872U / 10356C

CMYK 25/35/75/20
RGB 173/142/72
HEX #AD8E48

PANTONE
1995

CMYK 13/99/45/30
RGB 150/4/59
HEX #95043B

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MASTER LOGO - GREYSCALE

Where there is only one colour available for use, the logo must be reproduced using the colour as a 50% tint for the shadow and crest.

While the logotype must be at full strength.

50%

PANTONE
BLACK

CMYK 0/0/0/50
RGB 128/128/128
HEX #808080

PANTONE
BLACK

CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

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MASTER LOGO - MONO

In the event using tints is not an option,
the logo must be reproduced at full strength
and without the shadowing.

PANTONE
BLACK

CMYK	0/0/0/100
RGB	0/0/0
HEX	#000000

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LOGOTYPE - DIMENSIONS

The dimensions of the logotype, in both versions, are set and cannot be altered.

The width of the logotype on two lines is 2 and 3/4 times the height and, for the version on one line, the width is 5 and 2/3 times the height.





LOGOTYPE - EXCLUSION ZONE

Always maintain sufficient clear space around the logo to ensure readability and avoid interference with other elements.

The exclusion zone on all four sides is equal to the height and width of the letter "S" of the Doppio Passo logo for the version on two lines. For the version on one line, the "O" of the logo determines the minimum clear space to be maintained around it.

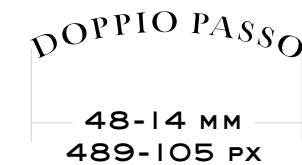




LOGOTYPE - MINIMUM SIZE

To maintain readability and ensure the logo can be reproduced properly, we have established a few minimum sizes recommended for printed material and online usages.

Further scaling down is to be avoided.





LOGOTYPE - PRIMARY COLOURS

The primary corporate colours of the Doppio Passo logo are Kurz 423 hot foil stamped gold and Pantone Black.

To meet printing requirements, the hot foil can be replaced with Pantone metallic 872 U or 10356 C.

The relevant main conversion values are given on the right.

HOT FOIL
KURZ 423
PANTONE
872U / 10356C

CMYK 25/35/75/20
RGB 173/142/72
HEX #AD8E48

PANTONE
BLACK

CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

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DOPPIO PASSO

**DOPPIO
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DOPPIO PASSO



LOGOTYPE - SECONDARY COLOURS

The secondary corporate colours of the Doppio Passo logo are Kurz 423 hot foil stamped gold and Pantone 1995 (U/C).

To meet printing requirements, the hot foil can be replaced with Pantone metallic 872 U or 10356 C.

The relevant main conversion values are given on the right.

HOT FOIL
KURZ 423
PANTONE
872U / 10356C

CMYK 25/35/75/20
RGB 173/142/72
HEX #AD8E48

PANTONE
1995

CMYK 13/99/45/30
RGB 150/4/59
HEX #95043B

DOPPIO
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DOPPIO
PASSO

DOPPIO PASSO



LOGOTYPE - GREYSCALE

Where there is only one colour available for use, the logo must be reproduced using the colour as a 50% tint for the shadow and crest.

While the logotype must be at full strength.

50%

PANTONE
BLACK

CMYK 0/0/0/50
RGB 128/128/128
HEX #808080

PANTONE
BLACK

CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

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LOGOTYPE - MONO

In the event using tints is not an option,
the logo must be reproduced at full strength
and without the shadowing.

PANTONE
BLACK

CMYK	0/0/0/100
RGB	0/0/0
HEX	#000000

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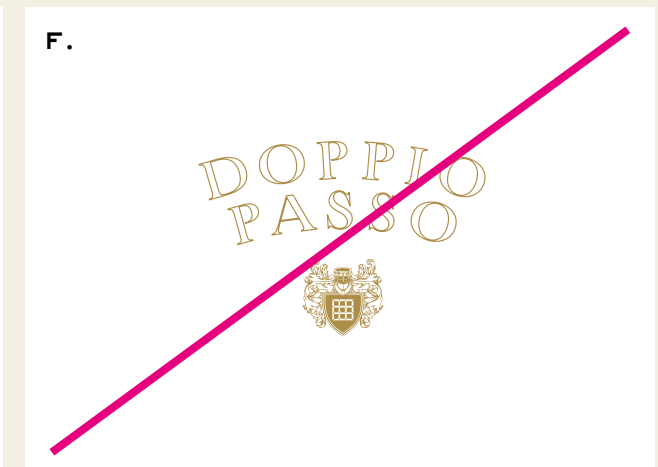
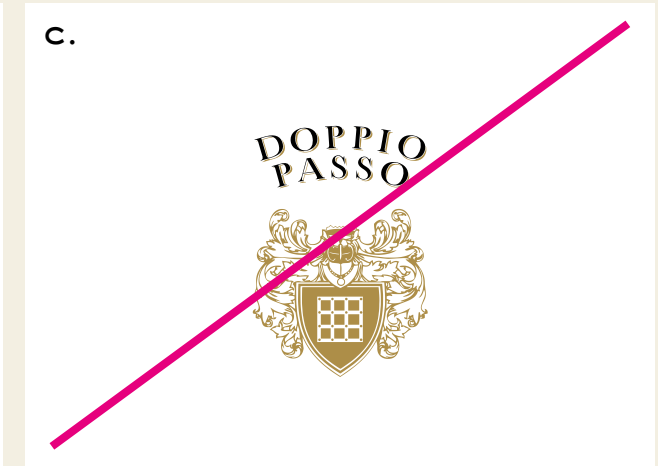
DOPPIO PASSO



INCORRECT USAGE

The configuration of the master logo is made up of the crest and the Doppio Passo logotype. This is the only permitted combination of the two elements.

- A. Do not distort the logo in any way
- B. Do not angle the logo
- C. Do not change the proportions of the elements
- D. Do not rearrange the elements
- E. Do not change the colours
- F. Do not apply outlines
- G. Do not apply effects or shading
- H. Never place any element too near the logo
- I. Do not use the logo on backgrounds that compromise its readability

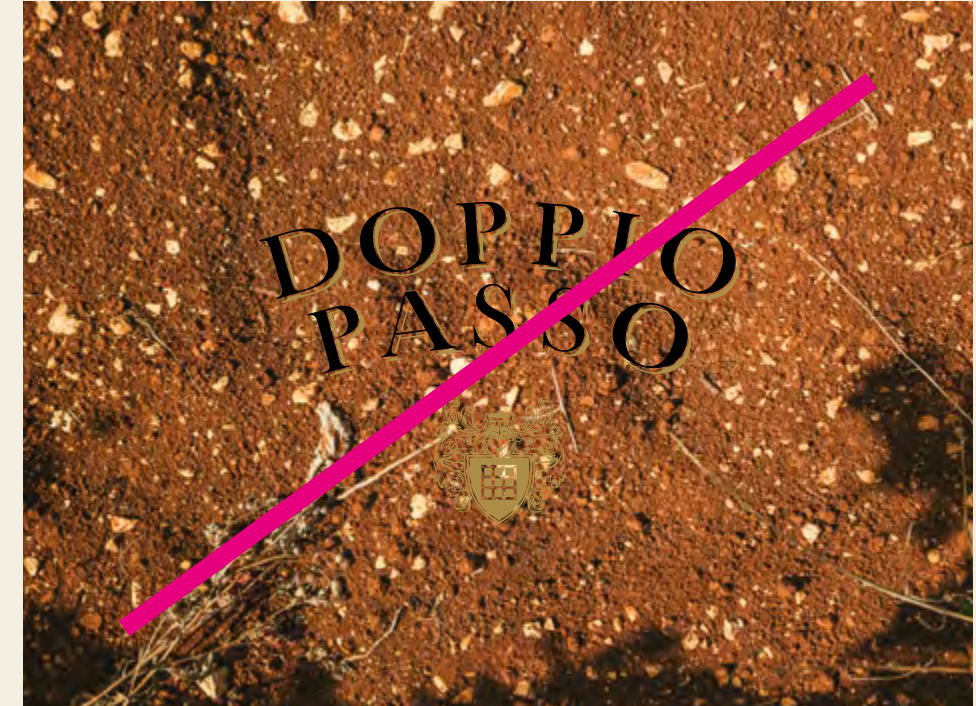




LOGO ON PHOTOGRAPHIC BACKGROUND

When applying the logo on a photographic background, always use the positive and negative variations of the master logo.

The choice of background imagery must always ensure that the logo is easy to read.



02. TAGLINE



The tagline AMORE VINO is associated with the Doppio Passo logo across all communication, both corporate and marketing.

It is produced in the Arboreto Regular font and is made up of two words written in capital letters.

AMORE VINO



STRUCTURE

The relationship between the logo and its tagline is regulated by pre-defined proportions, as shown here (min A - max Ax2).

No variations are allowed.





POSITIONAL GUIDE

The main version of the logo can be displayed at the top, in the middle or at the bottom of a composition.

The logo must always be positioned centred when at the top or in the middle, or can be placed at the bottom right of the layout, and can be used on all types of corporate communication (where the format so allows).

Here are a few examples of how to position and scale the logo within the layout on vertical and horizontal media. Nonetheless, its size must be determined on a case-by-case basis, taking into account the type of message and actual size of the media.



03. COLOURS



CORPORATE COLOURS

The Doppio Passo brand's corporate colours are: PANTONE red 1995 (C/U); PANTONE Black (C/U); Kurz 423 hot foil or Pantone 872 (U) and 10356 (C) for the gold; and Pantone 9224 (C). These colours, used on their own or combined, can be used to create backgrounds, textures and text.

PANTONE
1995

CMYK 13/99/45/30
RGB 150/4/59
HEX #95043B

PANTONE
BLACK

CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

HOT FOIL / PANTONE / PANTONE
KURZ 423 / 872 U / 10356 C

CMYK 25/35/75/20
RGB 173/142/72
HEX #AD8E48

PANTONE
9224 C

CMYK 0/2/7/5
RGB 243/239/226
HEX #F2EFE1



PRIMARY PALETTE

The possible combinations of corporate colours and logo colours are given here.

All other combinations are to be avoided.

DOPPIO
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AMORE VINO

DOPPIO PASSO
AMORE VINO

DOPPIO
PASSO



AMORE VINO

DOPPIO PASSO
AMORE VINO

DOPPIO
PASSO



AMORE VINO

DOPPIO PASSO
AMORE VINO

DOPPIO
PASSO



AMORE VINO

DOPPIO PASSO
AMORE VINO



SECONDARY PALETTE

A second range of colours can be used to create contrasts or backgrounds on wine labels.

Their use on different media must be assessed on a case-by-case basis, taking into account design requirements.

PANTONE 489 U	CMYK 0/22/18/0 RGB 251/214/204 HEX #FAD5CB
PANTONE 7416 U	CMYK 0/72/72/8 RGB 242/142/119 HEX #F28E77
PANTONE 129 U	CMYK 0/29/71/1 RGB 250/175/63 HEX #FAAF3F
PANTONE 575 U	CMYK 50/13/88/31 RGB 89/119/34 HEX #587622
PANTONE 2418 U	CMYK 100/0/97/10 RGB 0/107/50 HEX #006B32
PANTONE 2254 U	CMYK 22/0/19/13 RGB 173/223/179 HEX #ADDFB3
PANTONE 3252 U	CMYK 63/0/29/0 RGB 92/211/183 HEX #62D3B7
PANTONE 2975 U	CMYK 42/0/0/0 RGB 136/205/211 HEX #88CDD3
PANTONE 2955 U	CMYK 100/59/4/41 RGB 12/55/89 HEX #0C3759



COLOUR SCHEME BRAND

BRAND COLOURS

 <p>PANTONE 1995</p>	 <p>PANTONE BLACK</p>	 <p>PANTONE 872 U 10356 c</p>	 <p>PANTONE 9224 c</p>
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PRODUCT-SPECIFIC COLOURS

 <p>PANTONE BLACK</p> <p>RISERVA</p>	 <p>PANTONE 2254</p> <p>PROSECCO</p>	 <p>PANTONE 489</p> <p>PROSECCO ROSÈ</p>		
 <p>PANTONE 1995</p> <p>PRIMITIVO APPASSIMENTO</p>	 <p>PANTONE 129</p> <p>GRILLO</p>	 <p>PANTONE 2418</p> <p>GRILLO</p>	 <p>PANTONE 7416</p> <p>ROSATO</p>	 <p>PANTONE 3252</p> <p>MOSCATO</p>
 <p>PANTONE 2975</p> <p>ALTERNATIVA</p>	 <p>PANTONE 2955</p> <p>ALTERNATIVA</p>	 <p>PANTONE 575</p> <p>ORGANIC</p>		



PACKAGING PALETTE

Colour combinations that merge the primary and secondary palettes are allowed ONLY for wine labels in order to enhance and draw attention to the product's characteristics.

They are not permitted for corporate usage.

CLASSIC RANGE

DOPPIO
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PRIMITIVO

DOPPIO
PASSO



PRIMITIVO
ROSATO

DOPPIO
PASSO



GRILLO

DOPPIO
PASSO



GRILLO
PRIMITIVO

SPECIALITY RANGE

DOPPIO
PASSO



RISERVA
PRIMITIVO DI MANDURIA

DOPPIO
PASSO



APPASSIMENTO

DOPPIO
PASSO



MOSCATO

DOPPIO
PASSO



ROSSO / BIANCO

SPARKLING RANGE

DOPPIO
PASSO



PROSECCO

DOPPIO
PASSO



PROSECCO
ROSÉ

ORGANIC RANGE

ALTERNATIVA RANGE

04. DESIGN FEATURES



THE INTERNATIONAL PACKAGING - BOTTLE

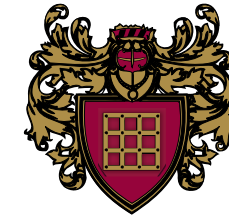
- Branding with high recognition and visibility.
- The logo is the key to a consistent global branding.
- The ornaments deliver honesty and authenticity.
- The crest delivers heritage and tradition.
- Handwriting as quality assurance and synonym for craftsmanship.
- These elements are consistent across the entire wine & sparkling portfolio, while various color palettes are used to distinguish between the different varieties.



LOGO

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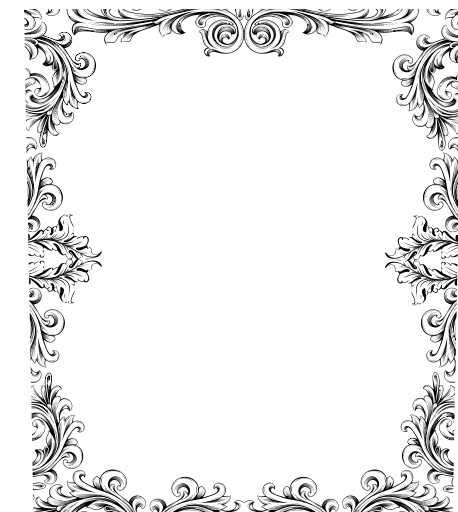
CREST



HANDWRITING

*Il Primitivo Doppio Passo è
caratterizzato dal colore rosso
intenso, dal corpo pieno e dal
carattere intenso ed unico.*

ORNAMENTS





THE INTERNATIONAL PACKAGING - CARTON

- The carton design features the same key design elements used on the label to create a consistent look across the entire packaging design.
- The carton design capitalizes on the Doppio Passo color palette to capture that same level of authenticity and craftsmanship while making sure to really stand and grab the attention of the customer.



MASTERBRAND

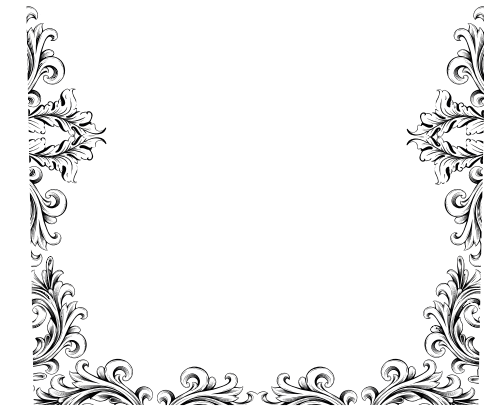
DOPPIO
PASSO



HANDWRITING

*Il Primitivo Doppio Passo è
caratterizzato dal colore rosso
intenso, dal corpo pieno e dal
carattere intenso ed unico.*

ORNAMENTS



05. TYPOGRAPHY



TYPOGRAPHY

Doppio Passo's main typeface is Adobe Jenson Pro, used in different variations.
It is to be used for running text only.

Aboreto Regular or Sacker Gothic Standard should instead be use for short headings.

Quickbrush typeface is used as a decorative font for individual words

ABORETO

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !?{[(')]}

QUICKBRUSH

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !?{[(')]}

SACKERS GOTHIC STD

MEDIUM
HEAVY

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !?{[(')]}

ABC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !?{[(')]}

ADOBE JENSON PRO

LIGHT
REGULAR
BOLD

ABC

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !?{[(')]}

ABC

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !?{[(')]}

ABC

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !?{[(')]}

LIGHT ITALIC
REGULAR ITALIC
BOLD ITALIC

ABC

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !?{[(')]}

ABC

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !?{[(')]}

ABC

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !?{[(')]}



TYPESETTING

The typesetting guide shows and summarizes the main font hierarchies and their proportions.

HIGHLIGHT

SACKERS GOTHIC STD
MEDIUM

RUM ASPERSP WEREHENT

HEADLINE XL

ABORETO REGULAR

LOREM IPSUM

HEADLINE M/L

SACKERS GOTHIC STD
HEAVY

QUIAS IPSUMEN DIAEST

DECORATIVE

QUICKBRUSH

Pasta, Vino, Amore.

BODY COPY M

ADOBE JENSON PRO
LIGHT

RUM ASPERSP EREHENT QUIBUS REHENDE RCIATUM EUM
VENTIBUSDAE CORUM RESENDERRO MOS SIMET HARUM?

BODY COPY S

ADOBE JENSON PRO
LIGHT, LIGHT ITALIC,
REGULAR, ITALIC, BOLD,
BOLD ITALIC

Rum aspersp erehent quibus rehende rciatum eum ventibusdae corum resenderro
mos simet harum et ariblateni musciur? Quias ipsumen diaest idebit dempore labo.

*Emporem at que sam rehent la dolor alis aut ad que moluptaturem re nam, sus quatum aut
res ut que idit lia quuntios, officiet es etur assit aut lab il mincita quisci musa aut fugia
quam dipsam qua. Rum aspersp erehent quibus rehende rciatum eum ventibusdae corum
resenderro mos simet harum et ariblateni musciur? m, intiuribusam nihillu pturibus.*

Rum aspersp erehent quibus rehende rciatum eum *ventibusdae corum resenderro?*

HEADLINE S

SACKERS GOTHIC STD
HEAVY

RUM ASPERSP EREHENT

BODY COPY XS

ADOBE JENSON PRO
REGULAR, ITALIC, BOLD,
BOLD ITALIC

*Rum aspersp erehent quibus rehende rciatum eum ventibusdae
corum resenderro mos simet harum et ariblateni musciur? Quias
ipsumen diaest idebit dempore labo. Emporem at que sam rehent
la dolor alis aut ad que moluptaturem re nam, sus quatum aut
res ut que idit lia quuntios, officiet es etur assit aut lab il mincita
quisci musa aut fugia quam dipsam quam, intiuribusam nihillu.*

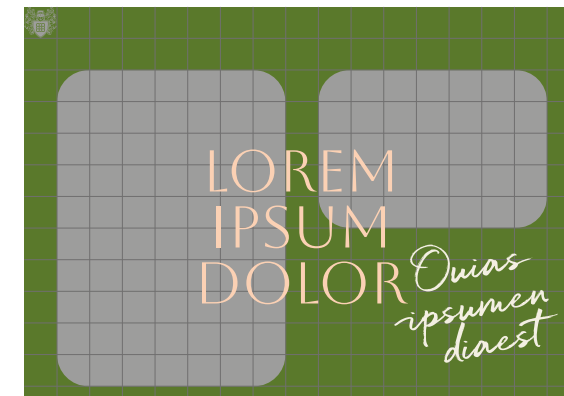
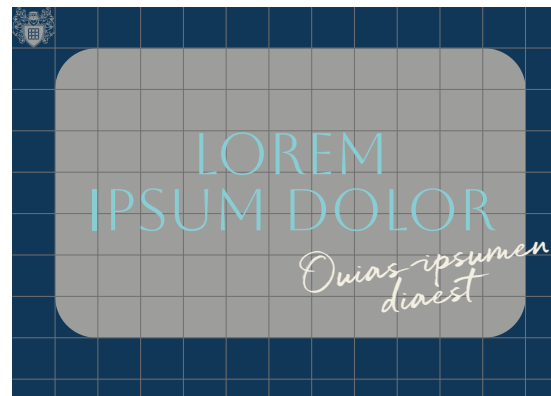
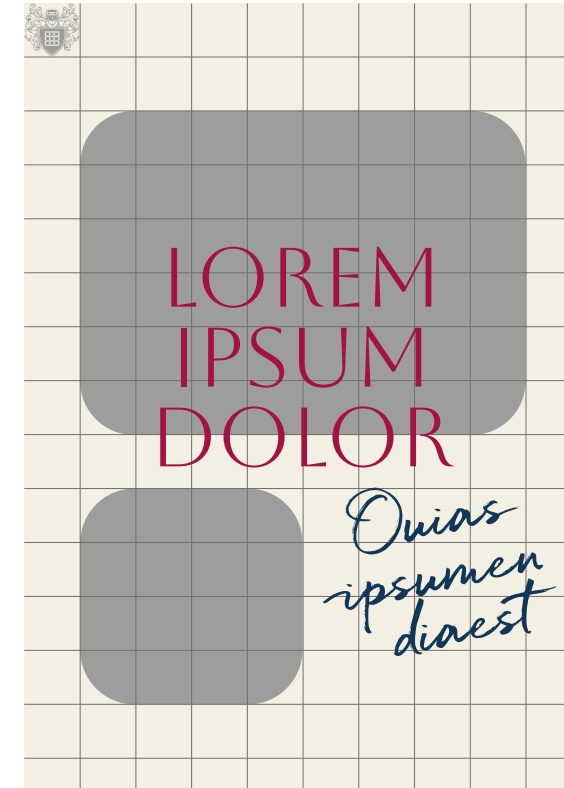
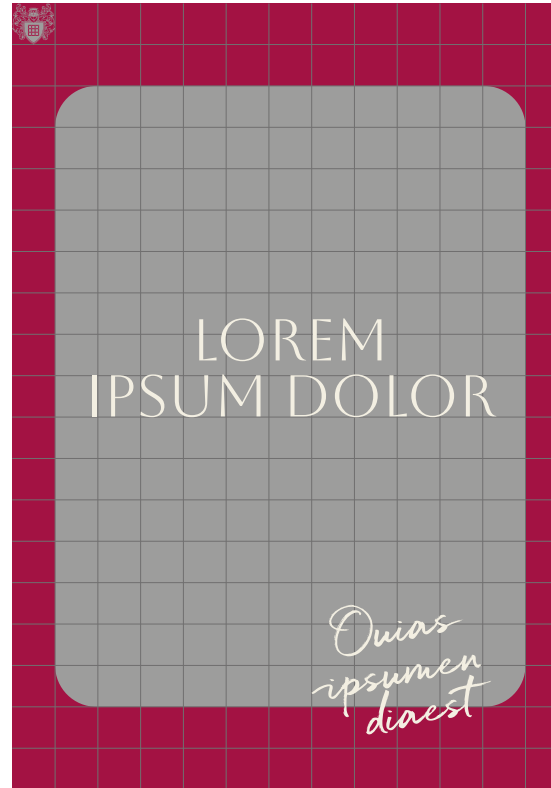
06. LAYOUT



POSITIONAL GUIDE

The graphic layout of communication media can be determined following a number of layout rules:

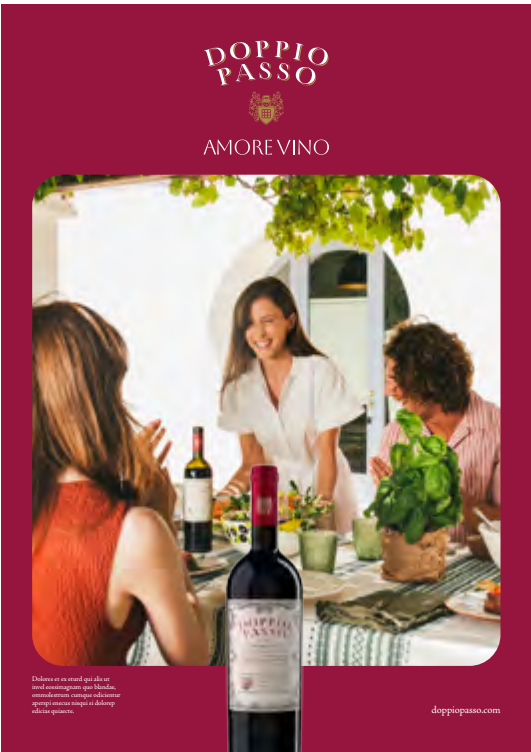
- coloured backgrounds (primary and secondary colour palettes)
- photos with rounded corners. The radius of curvature is determined by the grid structured based on the proportions of the crest.
- Margins determined by the grid structured based on the proportions of the crest.
- Coloured titles (primary and secondary colour palettes)





SAMPLE APPLICATIONS OF THE LOGO

The master logo must be used on all corporate media and communications. Here are some examples of the logo applied to various media and formats.





SAMPLE APPLICATIONS OF THE LOGO

The master logo must be used on all corporate media and communications. Here are some examples of the logo applied to various media and formats.





SAMPLE APPLICATIONS OF THE LOGO

The master logo must be used on all corporate media and communications. Here are some examples of the logo applied to various media and formats.



07. PHOTOGRAPHY



ART DIRECTION - LIFE STYLE

Imagery must capture the most authentic, refined and contemporary aspects of Italy, a country with new discoveries around every corner.

Wine, food, nature, culture and lifestyle are the pillars of a narrative that seeks to captivate and delight with a combination of beauty and emotion.

Photographic images must represent Doppio Passo products in an authentic, honest way, showing real people in real situations and settings. It is important to avoid using artificial lighting wherever possible, opting instead for warm, natural tones.





ART DIRECTION - STILL LIFE

Photographs of the product must convey the unforced nature of the situations being experienced, leveraging the full spectrum of daylight and allowing simple, real moments to be the hero of each shot. Bottles of wine should be photographed in natural, everyday settings, capturing spontaneous instants that bring out the authenticity of the moment without resorting to artificial lighting.



08. IMAGERY



Classic Range



DOPPIO
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PRIMITIVO
PUGLIA
INDICAZIONE GEOGRAFICA TIPICA





DOPPIO
PASSO



GRILLO
SICILIA
INDICAZIONE GEOGRAFICA TIPICA





DOPPIO
PASSO



MOSCATO
SICILIA
INDICAZIONE GEOGRAFICA TIPICA





DOPPIO
PASSO



PRIMITIVO
PUGLIA
INDICAZIONE GEOGRAFICA TIPICA
ROSATO





Organic Range



**DOPPIO
PASSO**



PRIMITIVO
PUGLIA
INDICAZIONE GEOGRAFICA TIPICA

GRILLO
SICILIA
INDICAZIONE GEOGRAFICA TIPICA





Speciality Range



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PRIMITIVO
DI MANDURIA
INDICAZIONE GEOGRAFICA TIPICA
RISERVA





DOPPIO
PASSO



APPASSIMENTO

INDICAZIONE GEOGRAFICA TIPICA





Alternativa Range



DOPPIO
PASSO



BIANCO
PUGLIA
INDICAZIONE GEOGRAFICA TIPICA



ROSSO
PUGLIA
INDICAZIONE GEOGRAFICA TIPICA





DOPPIO
PASSO



ALTERNATIVA
O.O



Prosecco Range



DOPPIO PASSO



PROSECCO

DENOMINAZIONE DI
ORIGINE CONTROLLATA



DOPPIO PASSO



PROSECCO ROSÈ

DENOMINAZIONE DI
ORIGINE CONTROLLATA

DOPPIO
PASSO



AMORE VINO

DOPPIOPASSO.COM