



# **Press Brand Manual**

**Guidelines for  
Our Brand Mark**

**[www.PressWineBar.com](http://www.PressWineBar.com)**

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## Introduction

Press is not just a wine bar, it's an oasis of indulgence where every detail has been meticulously curated to create a luxurious and unforgettable experience. From the moment you step inside, you'll be transported to a world of sophistication, elegance, and relaxation. Our carefully selected wine list, stylish decor, and warm, welcoming ambiance make Press the perfect destination for those who appreciate the finer things in life.

At Press, we believe that good wine is more than just a drink, it's an experience. That's why our wine list has been carefully curated to showcase the very best bottles from around the world, each with its own unique flavor profile and story to tell. Whether you're a seasoned wine connoisseur or a curious newcomer, our knowledgeable staff is always on hand to guide you through our selection and help you discover your new favorite vintage.

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## Our Logo

The Press logo is a stylized wine glass and wine splash that represents the essence of our brand. The wine glass is a symbol of our commitment to providing a **high-quality, luxurious experience** to our customers.

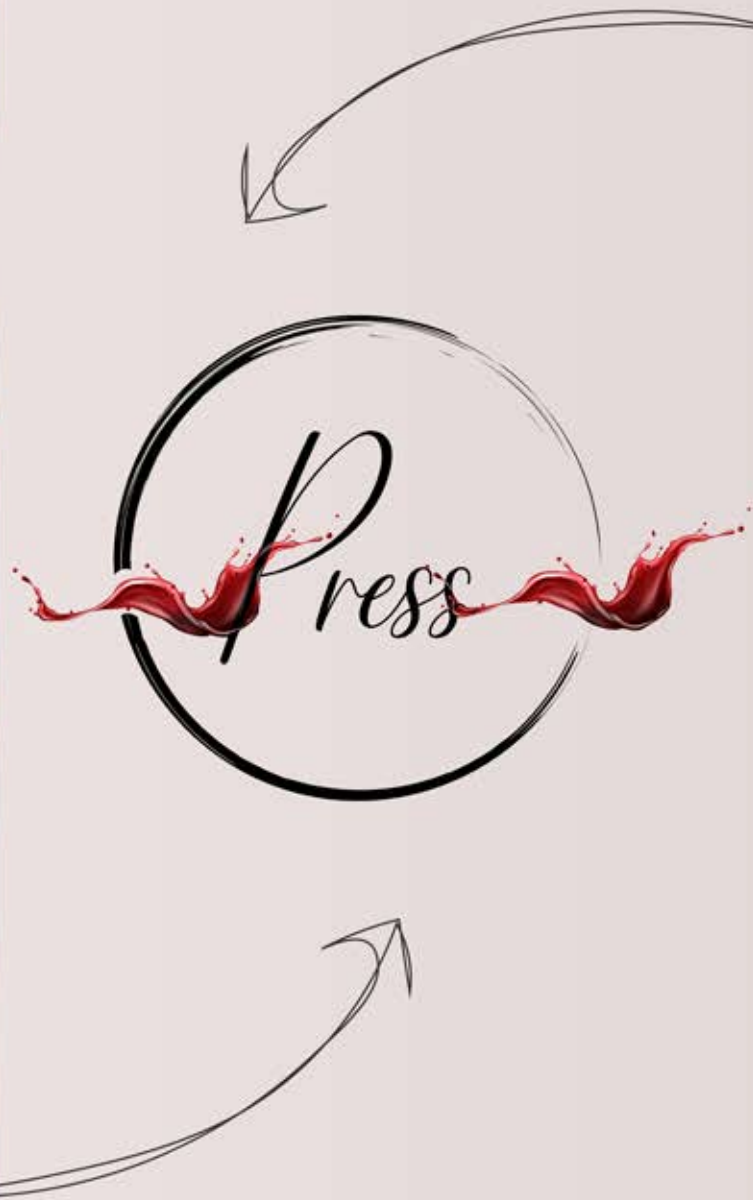
The wine splash represents the conviviality and joy that comes with sharing a drink with friends.

Our logo is elegant and sophisticated, just like our wine selection. The clean lines and modern design of the wine glass convey our commitment to excellence and attention to detail. The wine splash adds a touch of playfulness and whimsy, highlighting our belief that enjoying a glass of wine with friends should be a fun and inclusive experience.

## Design Process



The Press logo was inspired by the elegance and conviviality of wine. The design process began with a careful consideration of the brand's values, mission, and aesthetic. The goal was to create a logo that would embody the luxurious, sophisticated, and inclusive experience that the brand seeks to provide.



# Typeface

janetta

a b c d e f g h i j k l m n o p q r s t u v w x y z

The use of a script font like Janetta in the Press logo design was likely chosen to convey a sense of elegance and sophistication. Script fonts are often associated with luxury brands, and they can add a touch of personality and uniqueness to a design.

# Brand Color



#821616  
CMYK 29/100/100/35



#992323  
CMYK 26/97/95/23



#9aa0b0b  
CMYK 22/100/100/17

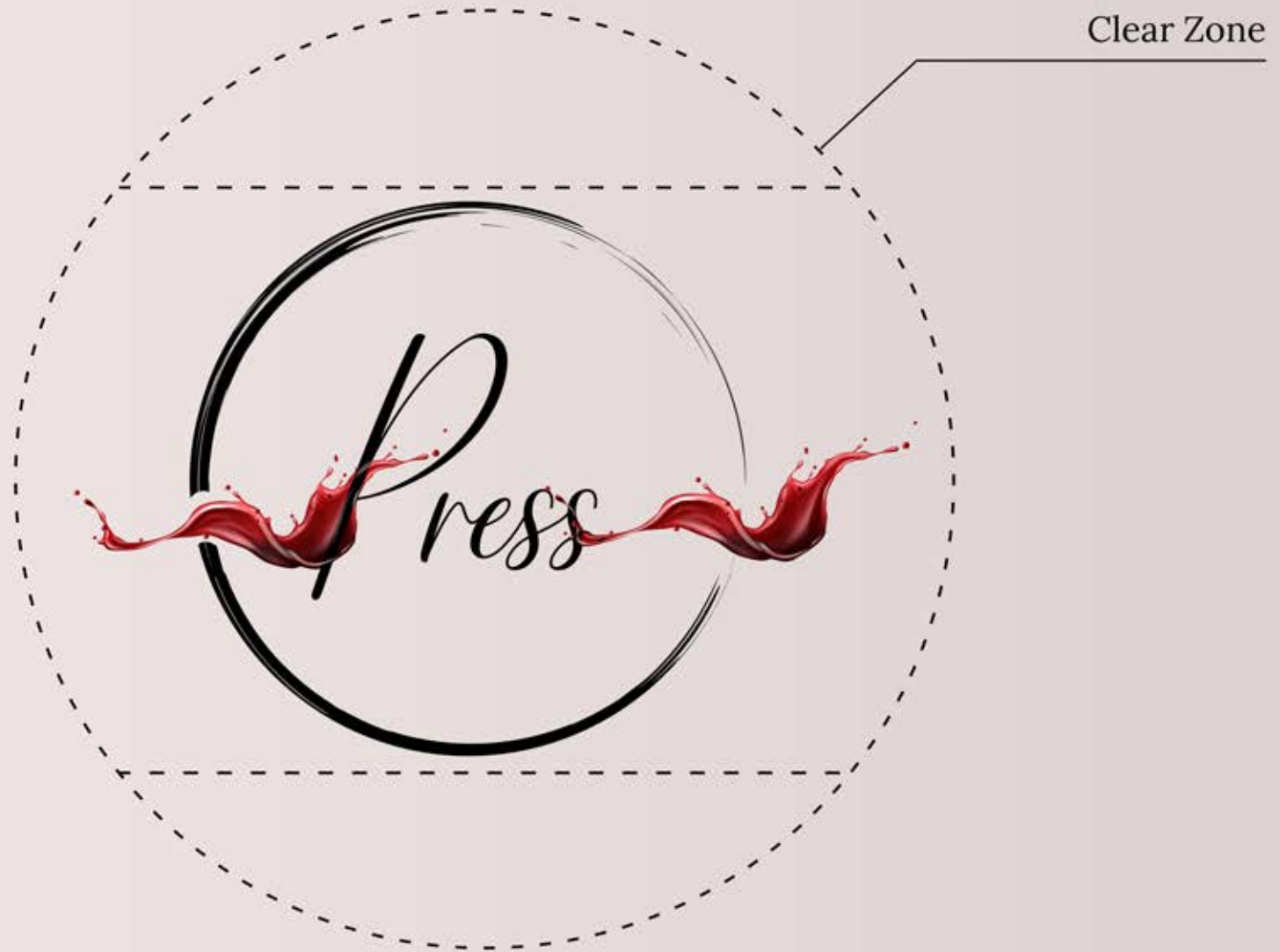


#f4eae9  
CMYK 3/7/5/0





## Logo Size



it is important for a logo to have its own space in order to make it stand out and be easily recognized.

This space is known as "clear space" or "buffer zone", and it refers to the area around the logo that should be kept free of any other design elements, such as text or graphics.



It's important to ensure that the logo is always legible and recognizable, regardless of its size or placement. Using the logo at a size smaller than 20mm or 60 pixels in width may result in the loss of detail, making it difficult to read and recognize.

It's important to test the logo at various sizes and on different backgrounds to ensure that it remains clear and readable. If the logo becomes difficult to read or loses detail at smaller sizes, it may be necessary to consider alternate versions of the logo that are better suited for smaller applications.

Logo Usage





If the photo background is dark, using a rectangle or other shape in a contrasting color can help the logo stand out and pop. By placing the logo on a contrasting shape, it creates a visual separation between the logo and the background, making it more noticeable and easier to read.

Pour yourself a glass of  
empowerment at press



Closed

21:00



Press

