



ARGENTO

MENDOZA · ARGENTINA

WHAT ARGENTO REPRESENTS

Argento is one of those products that has a very simple story. It is entwined with its country of origin in the same way that Peroni beer is intrinsically Italian, Evian is French and Vegimite is Australian. When you buy Argento you buy Argentina and when we sell Argento we sell Argentina.

The characteristics of the wine are very Argentine and drinking it is like drinking-in Argentina. It is sophisticated, real, proud, sociable, expressive, vibrant and stirring. Argento represents a wonderful opportunity for the uneducated or educated wine drinker to enjoy a sophisticated drink that carries lots of exciting and emotive cultural associations; it's a glass of (Argentine) life.

THE ARGENTO BRAND

To bring the Argento brand to life, we need to understand what it is like, what it cares about and the experience that consumers have when they engage with it.

What is the most important thing to the Argento wine brand?

THE ART OF LIVING

An optimistic and passionate respect for life and the things that really matter.

What should our customers expect emotionally from our wine?

A GLASS OF ARGENTINE LIFE –

An enriching experience from a glass of Argentine life.

What do our customers have in common, other than a love of wine?

Internal search and external discovery (a desire to learn who they are and connect to people/brands that help them navigate the world).

What will we never compromise?

Craft, Natural Resources, Generosity, Pleasure, Friendship, Cultural Identity, Authenticity.

What is the brand like to meet at a party?

Sophisticated, Real, Proud, Sociable, Expressive, Vibrant, Stirring.

What are the tangible components of our wine?

Premium look and feel, rich and velvety Malbec from Mendoza, purity of fruit, good quality for the price, reassuringly expensive.

COMBINED LOGO



ARGENTO

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WORD-ONLY LOGO

ARGENTO

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NEW ROUNDEL LOGO



WHOLE UNIT LOGO COLOUR

Black and warm grey (primary option)

The roundel and Argento must always be black; only the drop shadow behind Argento is Pantone Warm Grey 4.

Black 100%
Pantone Warm Grey 4.

When CMYK has to be used,
use C=0, M=4, Y=9, K=24 in place
of Pantone Warm Grey 4.



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| | | | | | |
|---------|---|---|---|-----|---|
| Black | | | | | |
| Process | C | M | Y | K | |
| | 0 | 0 | 0 | 100 | % |



| | | | | | |
|---------------------|---|---|---|----|---|
| Pantone Warm Grey 4 | | | | | |
| Process | C | M | Y | K | |
| | 0 | 4 | 9 | 24 | % |

MONOCHROME AND WHITE OUT

Monochrome

When monochrome is used, then all elements are to be 100% black.

The grey Argento drop shadow should be removed due to insufficient legibility.

This form of the logo must only be used against background colours light enough to hold enough contrast to maintain legibility. All rules of monochrome also apply when the roundel or Argento name is used alone.

All rules of monochrome also apply when the roundel is used alone.



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White out

When white out is used, the roundel and text is inverted to white and the drop shadow removed as shown.

This form of the logo must only be used against background colours strong and dark enough to hold enough contrast to maintain legibility

All rules of white out also apply when the roundel is used alone.



ROUNDEL LOGO COLOURS

When the roundel is ALONE only, then it can change colour from 100% black (see right) to one of those specified below, or be used as white out (see previous page).



| | | | | | |
|---------|---|---|---|-----|---|
| Black | | | | | |
| Process | C | M | Y | K | |
| | 0 | 0 | 0 | 100 | % |

Roundel colour option 1:
Pantone Warm Grey 4.



| | | | | | |
|---------------------|---|---|---|----|---|
| Pantone Warm Grey 4 | | | | | |
| Process | C | M | Y | K | |
| | 0 | 4 | 9 | 24 | % |

Roundel colour option 2:
Pantone Cool Grey 4.



| | | | | | |
|---------------------|---|---|---|----|---|
| Pantone Cool Grey 4 | | | | | |
| Process | C | M | Y | K | |
| | 0 | 0 | 0 | 24 | % |

Roundel colour option 3:
Kurz Alufin Mat Silver Foil.



Kurz Alufin Mat Silver Foil.

ROUNDEL LOGO SIZES

Logo A

When the roundel is used independently, then use over 25mm.

Minimum width mm

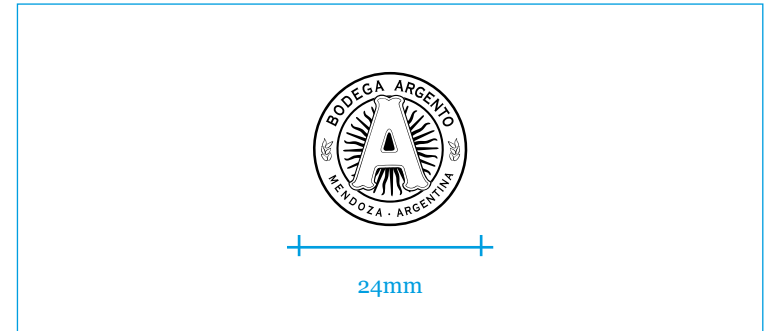
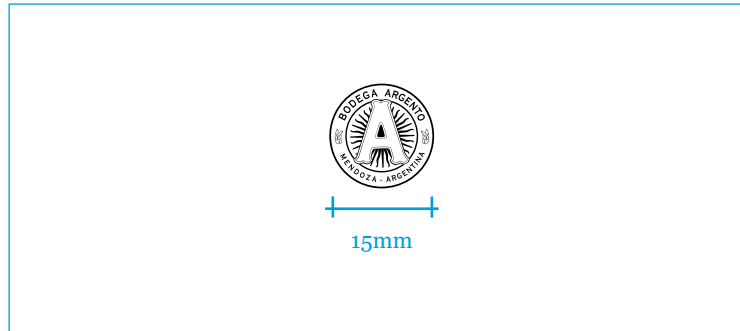


Maximum width mm



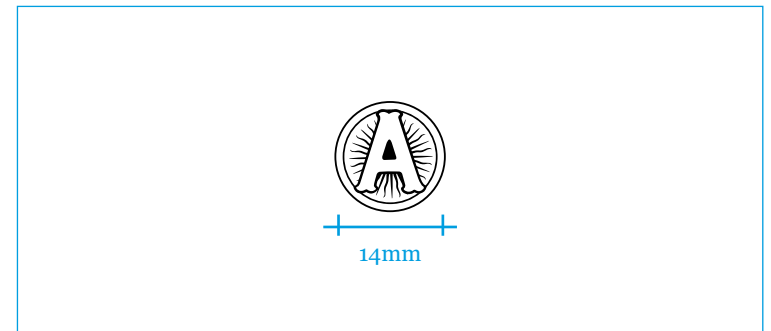
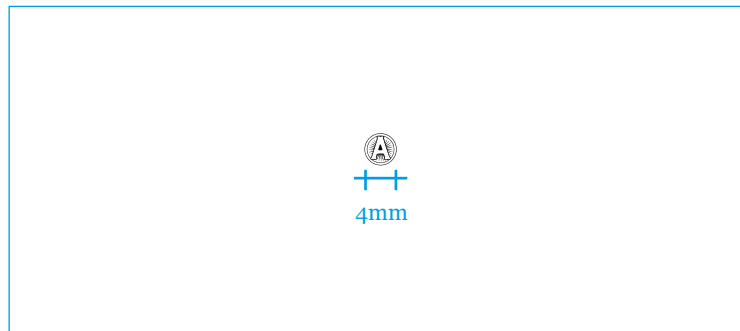
Logo B

When the roundel is used independently, then use between 15mm to 24mm.



Logo C

When the roundel is used independently, then use between 4mm to 14mm



LOGO SIZES

There are three versions of the Argento logo for use at different sizes. The relationship between the two or three elements of the logo must be the same as shown for all versions.

Logo A

For use over 80mm wide as a whole unit.

Minimum width mm



Maximum width mm



Logo B

For use between 45mm to 79mm wide as a whole unit.

Minimum width mm



Maximum width mm



LOGO SIZES CONTINUED

Logo C
Minimum detail.

For use between 15mm and 44 mm wide.

Remove grey drop shadow on 'Bodega'

Minimum width mm



Maximum width mm



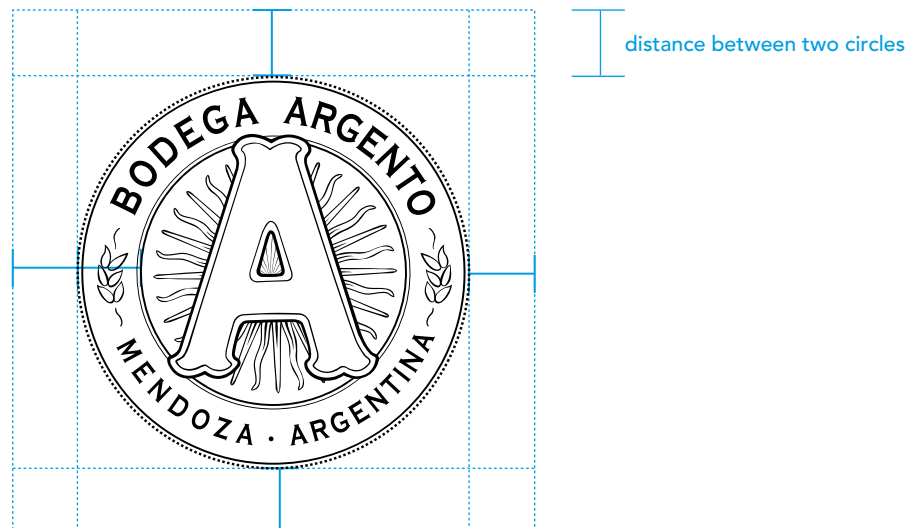
EXCLUSION ZONE

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of the cap height of Argento.

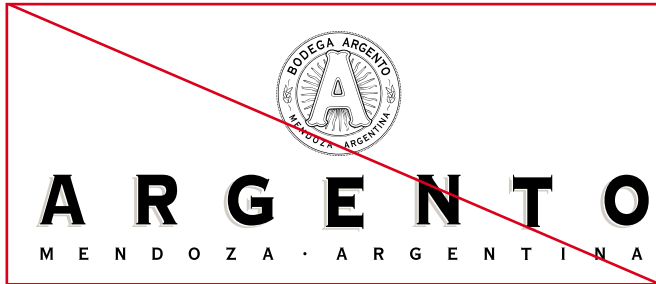
The same exclusion zone applies when the logo is used without the strapline and when just the Argento type is used independently.



As the diagram indicates, when the roundel is to be used independently then the 'exclusion zone' is equal to the distance between the two outer circles.



INCORRECT LOGO USE



DO NOT change the type spacing of the logo



DO NOT change the relative sizes of the logo elements



DO NOT place the logo on patterned background



DO NOT change the fonts of the logo



DO NOT invert the specified logo colours



DO NOT place the logo on an angle



DO NOT distort the logo elements



DO NOT change the logo colours



DO NOT place a white logo on a pale background