



PALATE CLUB
YOUR TASTE MATTERS

Brand Guidelines



How to use this document

This presentation covers who we are and how to convey our message. Please use this as your guide when creating content, ad copy, or conversation.

This document is not intended for redistribution. Please do not use any assets or logos without written permission.

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PROPER SPELLING

Palate Club

We use the word palate instead of palette because the former is about taste and the latter is about art (although there is an art in finding the right wine...).

We are not palate club, Palette Club, or PalateClub.

LOGO & PERMISSIONS

- The rainbow bottle is our trademark icon. When displayed on its own, the entire bottle is used with rounded transitions between the colors
- Never change the colors of the logo
- Never use the logo with the old tagline (“Discover Your Wine Palate”)
- Please do not use any images without permission.
- Please do not combine with logo with another image that implies endorsement.
- Please do not alter our graphics without written consent.



LOGO SIZE & CLEAR SPACE



Please leave at least one "X" of space around the logo at all times. Logo should always be larger than 12mm.

FONT AND HEX CODES

Dark Purple	#5F0037
Light Purple	#A31364
Red	#B81F2D
Pink	#f598f0
Dark Green	#9CA144
Light Green	#C9C97E
Yellow	#F5D87D
Logo Text Color	#5F0037

Dienstag Regular 4 AaBbCc

Dienstag Regular 2 AaBbCc

Dienstag Regular 5 AaBbCc

Dienstag Hairline Regul AaBbCc

Note: Avenir is acceptable when Dienstag is not available. All logos are available for company & partners on our Airtable Brand Asset board.

Thank you!

For any branding questions please ask Aubrey at
aubrey@palateclub.com

