

2017 BRAND BOOK

---



CHARLESTON<sup>®</sup>  
WINE + FOOD

# INGREDIENTS

---

## 3 ABOUT US

BOILERPLATE

MISSION + VISION

VALUES

INITIATIVES

FESTIVAL FACTS

## 8 BRAND STANDARDS

LOGO

COLOR PALETTE

TYPOGRAPHY

## 13 2017 ASSETS

SOCIAL MEDIA TOOL KIT

SCHEDULE AT A GLANCE + EVENT TYPES

PHOTO SELECTS + USAGE

# ABOUT US

---

- 4 Boilerplate
- 5 Mission + Vision
- 6 Values
- 7 Initiatives
- 8 Festival Facts



## TWELVE YEARS OF GREAT TASTE.

---

Charleston Wine + Food is a cultural entity that champions the region's unique foodways through world-renowned culinary experiences year-round, with its main event being a five-day festival that spans the first full weekend each March. Fueled by a contagious passion for the people and places that make Charleston worth celebrating, the annual festival infuses homegrown flavor with top chefs, winemakers, authors, storytellers, artisans, and food enthusiasts from around the globe. Charleston Wine + Food is a 501(c)(3) non-profit organization that supports Charleston and the Lowcountry's diverse culinary + hospitality community through financial contributions to organizations or persons that directly benefit our local foodways initiatives and strengthen our local community.

## OUR MISSION

---

Produce world-class programming that showcases, inspires, and supports Charleston and the Lowcountry's rich culinary + hospitality community.

## OUR VISION

---

Shape the future of Charleston + the Lowcountry's culinary industry by honoring our foodways, strengthening our community, and sharing our story with the world.

## OUR VALUES

---

### **People First**

We believe that Charleston's culinary industry has received world-wide recognition because of the people that live + work in our city. We are only as good as our partners.

### **Community**

Charleston's food culture is a national treasure, and we exist as a cultural entity that unifies our city. We advance this culture through culinary experiences that are fed by a contagious passion for the people + places that make Charleston worth celebrating.

### **Diversity**

We believe that contributions of people with diverse personal characteristics (including but not limited to social status, race, ethnicity, religion, age, geographic location, sexual orientation, gender and disability) are valuable and influence our city's culinary industry. We strive to be inclusive and accessible.

### **Good Stewardship**

We strive to be a good steward in our community through focused financial contributions to organizations or persons that directly benefit our local foodways initiatives and strengthen our local community.

## INITIATIVES

---

### **Economic Impact**

Eighty-eight cents of every dollar we spend producing Charleston Wine + Food has a direct, measurable impact on our city's economy. Year after year, the festival's economic impact is more than triple the organization's annual budget.

### **Annual Tribute Fund**

An annual gift is given in honor of a person/group whose accomplishments within Charleston's culinary community have created significant impact on the strength + sustainability of our local foodways.

### **Scholarships: College of Charleston (CofC) + Culinary Institute of Charleston (CIC)**

**Charleston Wine + Food Excellence Scholar:** Four-year scholarship awarded to incoming CofC freshman pursuing degree in Hospitality + Tourism Management.

**Charleston Wine + Food Senior Scholarship:** Awarded to a selection of rising CofC seniors earning Hospitality + Tourism Management major, minor, or concentration.

**CofC Fellowship Program:** During the 2016-2017 academic year, CHSWFF will enlist three cohorts (a full class) from a senior-level PR program to serve as our local "Agency of Record."

**CIC Charleston Wine + Food Scholarship:** Award given in the name of Charlestonian, culinary icon + Grand Dame, Nathalie Dupree, to an aspiring culinary professional.

## FESTIVAL FACTS

---

Five glorious days: March 1-5, 2017

All events are rain or shine.

All events are 21 and over.

No infants, toddlers, or animals at any event, no exceptions.

A few more fun facts...

Charleston Wine + Food is a 501(c)(3) non-profit organization.

Established  
in 2006

\$9.1 million:  
2016 economic  
impact

\$383K+  
in charitable  
contributions  
to date

100+  
events in  
five days

*in lovely charleston*

Voted Best City in the World by *Travel + Leisure* in 2016

Voted Greatest Little Food City by *SAVEUR* in 2015

Voted Top Foodie Destination by *USA Today* in 2015

Voted #1 Best US City by *Condé Nast Traveler* in 2011, 2012, 2013, 2014 + 2015



# BRAND STANDARDS

---

9 Logo

10 Color Palette

11 Typography



## MEET THE FACE OF #CHSWFF

---

### Give it room to breathe.

To reinforce our logo's impact an exclusion zone is applied. This is an area of space around the logo where no other graphic elements or text should appear. The exclusion zone is equal to the height of the "+" (we call that a pland).

### Never too big, never too small.

The logo should be no smaller than 1" wide (horizontal version) or .5" wide (stacked version) in print applications. For web, the minimum size allowed is 100px wide always using the stacked version.

### Keep it colorful, just like Charleston.

The logo should primarily appear in the full color version; however, it can also appear in single color.

### Logo Variations - Download them [here](#).

Horizontal version



CHARLESTON®  
WINE + FOOD

Stacked version



WINE  
CHS  
FOOD

Branded Hashtag



#CHSWFF

# COLOR PALETTE

Our brand palette is inspired by characteristics of Charleston: the lush marshes, our beloved heirloom veggies, and the city's unique culture + landscape.

Bohicket Thistle	Alhambra Blue	Sweet Grass	Windmill Rose	Tomato Truck	Oyster Bed	Pluff Mudd
 <p>Pantone 7652 U C: 61 M: 87 Y: 49 K: 55 R: 68 G: 29 B: 54 HEX #: 441D36</p>	 <p>Pantone 547 U C: 86 M: 65 Y: 50 K: 40 R: 38 G: 63 B: 78 HEX #: 263F4E</p>	 <p>Pantone 391 U C: 47 M: 47 Y: 96 K: 10 R: 139 G: 139 B: 57 HEX #: 8B8B39</p>	 <p>Pantone 611 U C: 23 M: 22 Y: 85 K: 0 R: 203 G: 184 B: 76 HEX #: CBB84C</p>	 <p>Pantone 180 U C: 0 M: 79 Y: 100 K: 11 R: 217 G: 83 B: 30 HEX #: D9531E</p>	 <p>Pantone 7617 U C: 41 M: 56 Y: 50 K: 18 R: 120 G: 102 B: 103 HEX #: 86726E</p>	 <p>Pantone Warm Gray 8 U C: 0 M: 11 Y: 20 K: 47 R: 154 G: 139 B: 125 HEX #: 877F7A</p>
 <p>C: 58 M: 85 Y: 47 K: 42 R: 86 G: 43 B: 69 HEX #: 562B45</p>	 <p>C: 73 M: 50 Y: 44 K: 12 R: 77 G: 103 B: 114 HEX #: 4D6772</p>	 <p>C: 34 M: 23 Y: 73 K: 01 R: 175 G: 173 B: 102 HEX #: AFAD66</p>	 <p>C: 12 M: 14 Y: 60 K: 0 R: 226 G: 208 B: 127 HEX #: E2D07F</p>	 <p>C: 10 M: 63 Y: 70 K: 0 R: 221 G: 121 B: 87 HEX #: DD7957</p>	 <p>C: 41 M: 40 Y: 39 K: 02 R: 154 G: 143 B: 142 HEX #: 9A8F8E</p>	 <p>C: 36 M: 31 Y: 33 K: 0 R: 167 G: 164 B: 161 HEX #: A7A4A1</p>
 <p>C: 34 M: 38 Y: 30 K: 0 R: 172 G: 153 B: 158 HEX #: 9C999E</p>	 <p>C: 44 M: 30 Y: 31 K: 0 R: 151 G: 162 B: 165 HEX #: 97A2A5</p>	 <p>C: 22 M: 13 Y: 37 K: 0 R: 202 G: 204 B: 170 HEX #: CACCAA</p>	 <p>C: 06 M: 06 Y: 31 K: 0 R: 237 G: 229 B: 185 HEX #: EFE5B9</p>	 <p>C: 05 M: 30 Y: 30 K: 0 R: 237 G: 186 B: 164 HEX #: EDBAA4</p>	 <p>C: 21 M: 19 Y: 18 K: 0 R: 201 G: 195 B: 193 HEX #: C9C3C3</p>	 <p>C: 16 M: 13 Y: 14 K: 0 R: 211 G: 210 B: 209 HEX #: D3D2D1</p>

## OUR FONTS

---

Our brand is comprised of two primary fonts: Cocobella + Gill Sans, and three secondary fonts: Hoplight, Adobe Garamond Pro + Calibri.

*cocobella*

Gill Sans Light

*Gill Sans Light Italic*

**Gill Sans Regular**

*Gill Sans Italic*

**Gill Sans SemiBold**

*Gill Sans SemiBold Italic*

**Gill Sans Bold**

*Gill Sans Bold Italic*

**Gill Sans UltraBold**

Hoplight

Adobe Garamond Pro

*Adobe Garamond Pro Italic*

**Adobe Garamond Pro Bold**

*Adobe Garamond Pro Bold Italic*

Calibri Regular

*Calibri Italic*

**Calibri Bold**

*Calibri Bold Italic*

## 2017 ASSETS

---

- 13 Festival Fact Sheet
- 14 Social Media Toolkit
- 15 Schedule At A Glance
- 16 Photo Selects + Usage





## SOCIAL MEDIA TOOLKIT

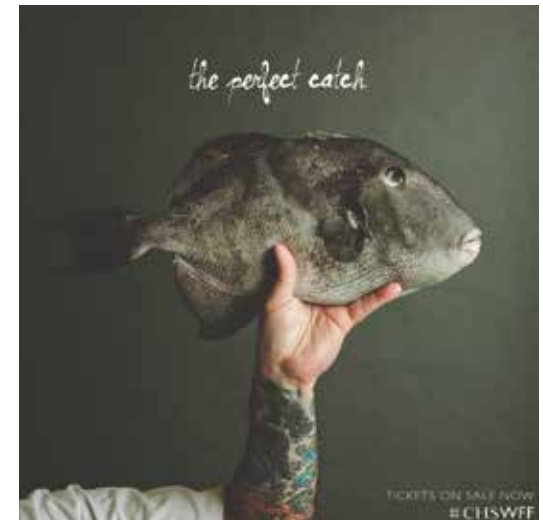
---

Downloadable [Facebook Covers](#)

Downloadable [Twitter Headers](#)

Downloadable [Facebook + Twitter posts](#)

Downloadable [Instagram posts](#)



Contact [alyssa@charlestonwineandfood.com](mailto:alyssa@charlestonwineandfood.com) with any questions you may have.

## SCHEDULE AT A GLANCE + EVENT TYPES

Download our most current 2017 schedule [here](#).

Click through our menu of events:

### Signature Events

Signature Events make up 24+ of our most celebrated and fluid events ranging in size, concept and experience. Taking place in various venues, both traditional + un-tapped, each Signature Event boasts an individual identity + atmosphere.

Events range from 150 - 800 guests.

### Cooking Classes

Prep, sizzle, plate and dine! Cooking classes allow guests to put on the chef's hat + get their hands dirty in the kitchen. Each class offers a different theme and cuisine, rounding out with a three-course lunch and wine pairings.

Events range from 20 - 40 guests.

### Excursions

Excursions allow for the invaluable opportunity for guests to be guided through an insightful + educational experience. Each Excursion incorporates the charm of Charleston with the sophistication and elegance of impeccable cuisine.

Events range from 20 - 60 guests.

### Beverage Workshops

30+ Beverage Workshops offer one of the most intimate, experiential platforms to the event lineup. With a strong educational component, there's no shortage of mixing, shaking, smelling, sipping + learning!

Events range from 20 - 80 guests.

### Brunches

Enjoy a specially curated menu + wine parings from a coveted Charleston restaurant with CHSWFF Brunches and Lunches!

Events range from 30 - 60 guests.

### Lunches

Enjoy a specially curated menu + wine parings from a coveted Charleston restaurant with CHSWFF Brunches and Lunches!

Events range from 30 - 60 guests.

### Signature Dinners

For one night only, host chef and restaurant welcome a nationally acclaimed guest chef and winemaker to curate a multi-course dining experience that is sure to enlighten all of your senses!

Events range from 40 - 80 guests.

### Culinary Village

The Culinary Village is the cornerstone of CHSWFF. As the weekend's main tasting experience, with chef pop-ups, a Biergarten, Rosé Garden + Grilling, an Artisan Market, live music, and much more.

3,000+ guests daily.

## PHOTO SELECTS

---

Check out some of our favorite photos from past festivals [here](#).

You can find our photo usage guide [here](#).





SEE YOU IN MARCH!



SAVE THE DATES  
MARCH 7-11, 2018