

# TWIN • FISH

## Style Guide







# Wine Varieties







## Twin Fish Vintage

To be printed with Gold foil emboss and gold foil cap





# Editorial Advertisement

Double page spread

**Slogan** - 'Still wines run deep'  
References the Pisces theme and fable. 'Still waters run deep'

**Space**  
Impact on one side with bottle, glass and enlarged logo, balanced with a elegant gray negative space on opposite side. This provokes the emotional connection to the wine of sophistication.

**Context**  
Featured in food and wine, lifestyle magazines,

**Target Audience**  
21-50yrs A household name with class.





# Billboard Advertisement



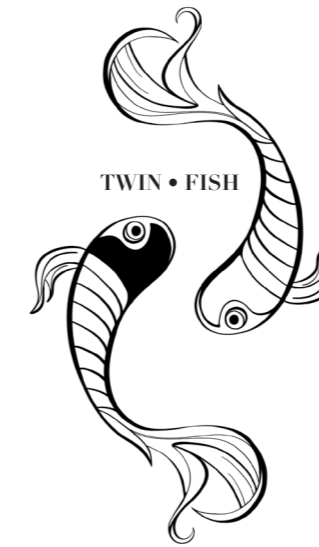


# Branding Varients

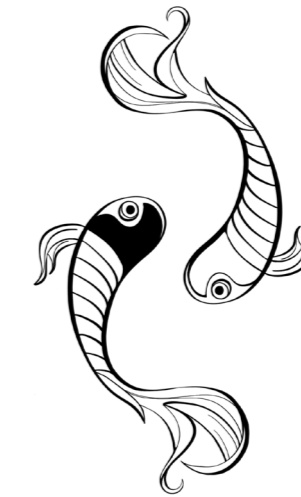
Var 1



Var 2



Var 3



EST 1996  
**TWIN • FISH**

Var 4



# Typefaces

## Didot Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

## Didot Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789**

## *Didot Italic*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789*

## MADAME KIARA REGULAR

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  
0123456789

# Label Type Standard

Didot 15pt

EST 1996

Didot Bold 45pt

**TWIN • FISH**

Madame Kiara 35pt

MERLOT

Didot 15pt

WESTERN AUSTRALIA

Founder Signiture



Didot 20pt/15pt

**2018** vol 14%