



# BURMESTER

A MATTER OF CHARACTER

BRAND BOOK

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J.W.B.

*J. W. Burmester*

# BRAND BOOK

This book is a collection of several features which together establish the identity of the brand Burmester. This is an essential tool to ensure that the brand communication is structured, consistent and consolidated.

Each spokesperson at Burmester is responsible for the protection and correct expression of the brand's legacy presented in this book. All guidelines explained here should be strictly followed in every communication of the brand.

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01

# BRAND IDENTITY

ABOUT BURMESTER

Presentation Text

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# ABOUT BURMESTER

## PRESENTATION TEXT

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London, 1750. Henry Burmester and John Nash came together to found the company Burmester, Nash & Co. There began a story that is now nearly 300 years old.

Sold in more than 30 countries, Burmester is renowned for its British roots and the quality of its Port and DOC Douro wines, which honour their terroir and give the brand one of its distinctive traits, elegance.

The brand is unique for its connection to Quinta do Arnozelo, which straddles the regions of Cima Corgo and Douro Superior. The vineyard has 100 hectares of planted vines in predominantly schist soil. The planted grape varieties are the traditional of the region. The viticulture performed is a constant compromise between nature and human intervention, aimed at preserving the biodiversity. Quinta do Arnozelo produces wines with a positive tannic structure, yet elegant and sophisticated. The maturing stages are balanced, predominantly in oak, with the aim to integrate, not to single out. Fruity and balsamic notes, acidity, elegance and all the qualities to age gracefully – just like the place where the grapes are grown in the first place. These are the Burmester wines.

The commitment of the brand is to provide experiences with character in every moment of life – personal and professional. Character is the universal principle of the brand and of its wines. It is a commitment which inspires and motivates Burmester through its personality.

Burmester means an upright, singular and characterful attitude.

# BRAND PROPOSITION

## A MATTER OF CHARACTER

Burmester is a brand with firm roots in its history and its individuality. Its portfolio includes wines with an elegant and distinctive personality, fit for every intimate and social moment of our lives. Burmester means character and this is the universal principle of the brand. Character is the spirit behind its wines, the *je ne sais quoi* expressed through its personality.

Burmester: British at heart, feet on the Douro, an upright attitude. A matter of character.



# 02

## VISUAL IDENTITY

### LOGO

- Positioning
- Margins
- Positive and negative versions
- Examples of misuse
- Minimum dimensions

### GRAPHICS

- Signature J. W. Burmester
- Stamp
- Initials J. W. B.

# LOGO

The brand Burmester owns wines that can add value to the consumer in every moment of life. They are authentic and possess rich flavours which honour Burmester's know-how, elegance and *terroir*. Its logo should reflect the brand's commitment, and the combination of its icon with the logotype and tagline make an ensemble that should not be changed.



# BURMESTER

A MATTER OF CHARACTER

The scale, spacing and position of the coat of arms, the logotype and the tagline should be respected in all applications and media. In exceptional circumstances that require the use of any of these elements in isolation, please contact Sogevinus' Central Marketing Department.

#### LOGO WITH TAGLINE



#### LOGO WITHOUT TAGLINE



#### LOGO COMPONENTS



The coat of arms extols the nobility of the institution and the era when it began. The herald shows a bunch of grapes with two vine leaves, topped with a crown and wrapped-in ribbon with the motto *Semper Idem*, a reference to the traditional spirit of the family and the company's products, always of fine quality and consistent.

The lettering that describes and presents the name of the brand Burmester was tailor-made: it is a condensed typeface with a double outline, giving it three-dimensionality and highlights. The historical brand name is presented in upper case, and the visible contrast in each letter with a serif gives the impression of elegance, like the brand's personality.



Burmester's character, renowned since 1750, is what distinguishes it from other brands. It is always positioned next to the logotype, in Aviano Sans typeface.

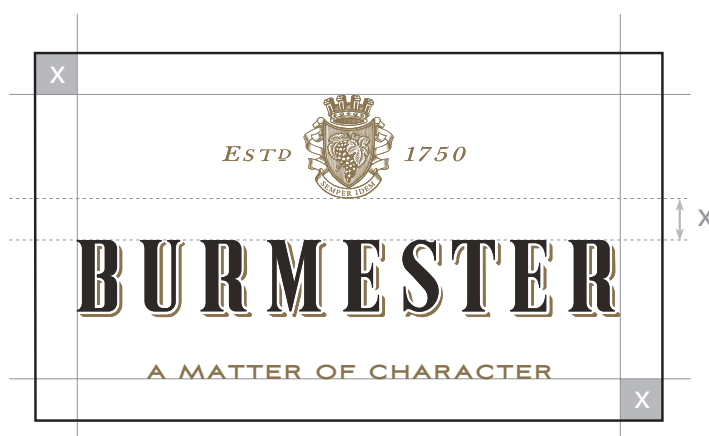
## POSITIONING

The positioning grid of the logo defines the proportions and spacing of the various components.



## MARGINS

In all insertions of the logo, whether on or offline, there should be a clear area around it so that its reading is unobstructed. There must be no other graphic objects within this defined reserved area.



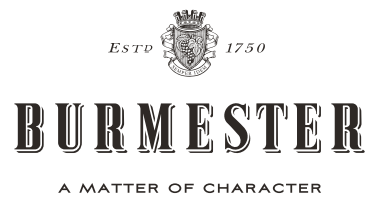


## POSITIVE AND NEGATIVE VERSIONS

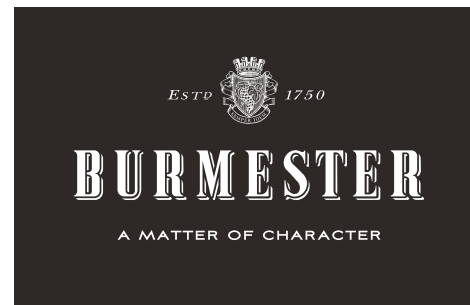
The monochromatic versions should only be used when there is a restriction in the use of the colour versions.

### POSITIVE VERSION

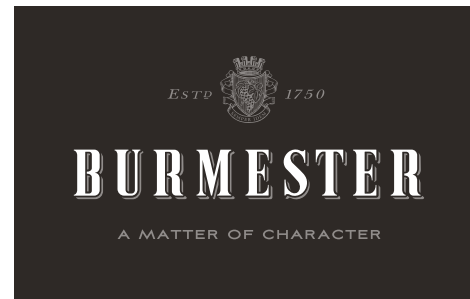
Black and white



### NEGATIVE VERSION



Black and white with grey



## EXAMPLES OF MISUSE

Below are some examples of misuse of the logo. In case of doubt on the correct use of the logo, please contact Sogevinus' Central Marketing Department.



Do not distort



Do not rotate



Do not use the logotype in outline



Do not invert



Do not change the standard colours of the brand



Do not change the typeface of the logotype



Do not add borders



Do not change the position or proportion of the components

## MINIMUM DIMENSIONS

To ensure the logo maintains its legibility in all circumstances, rules on its minimum dimensions of insertion have been defined.

The logo cannot be reproduced with dimensions less than the ones defined below.

There is no maximum limit for enlargement.

### MINIMUM DIMENSIONS FOR PRINTING

#### Logo with tagline

Logo  $\geq 45$  mm

#### Logo without tagline

Logo  $\geq 39$  mm



### MINIMUM DIMENSIONS FOR DIGITAL

#### Logo with tagline

Logo  $\geq 128$  px

#### Logo without tagline

Logo  $\geq 110$  px



### MINIMUM DIMENSIONS FOR EXCEPTIONAL USE

#### Coat of Arms

It can only be used on its own when approved by Sogevinus' Central Marketing Department.

#### Logo

It can be dissociated from the coat of arms when used on the back labels.

#### Tagline

It can only be used on its own when approved by Sogevinus' Central Marketing Department.



# GRAPHICS

To reinforce the visual singularity of the brand across all media, specific graphics were created to reflect the history of Burmester – marking the date the founders began exporting Port wine AND paying a tribute to the direct descendant of the original founder.

Signature J. W. Burmester :



This signature honours the most remarkable figure of Burmester's history: a direct descendant of Henry Burmester (founding partner), Johann Wilhelm Burmester was the driving force behind the business at a critical turning point in its history at the beginning of the 19th century.

Initials J.W.B.:



The stamp pays tribute to the founder of the original company Burmester, as well as the date when Henry Burmester and John Nash started to export Port wine as Burmester, Nash & C<sup>a</sup>.

Stamp:



These initials are an abbreviation, as an alternative and/or addition to the signature of Johann Wilhelm Burmester.

## SIGNATURE J. W. BURMESTER

### MARGINS

A safety margin should be left around the signature so not to compromise its legibility.

For exceptional use, please contact  
Sogevinus' Central Marketing Department.



### MINIMUM DIMENSIONS

#### Print

Width  $\geq 33$  mm

#### Digital

Width  $\geq 94$  px



#### Exceptional dimensions for use on 50ml label

Width  $\geq 20$  mm



### COLOURS

Black, beige and blue are the most used colours  
in the signature J. W. Burmester.



#### Black

CMYK : C65 M61 Y62 K74  
Pantone : Black C  
RGB : R46 G41 B37  
Web : #2E2925



#### Beige

CMYK : C41 M41 Y68 K28  
Pantone : 871 C  
RGB : R134 G117 B77  
Web : #86754D  
Stamping : KURZ LUXOR 232



#### Blue

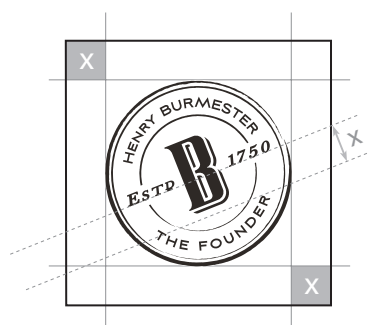
CMYK : C100 M71 Y39 K34  
Pantone : 302 C  
RGB : R0 G58 B93  
Web : #003A5C

## STAMP

### MARGINS

A safety margin should be left around the stamp so not to compromise its legibility and prominence.

For exceptional use, please contact  
Sogevinus' Central Marketing Department.



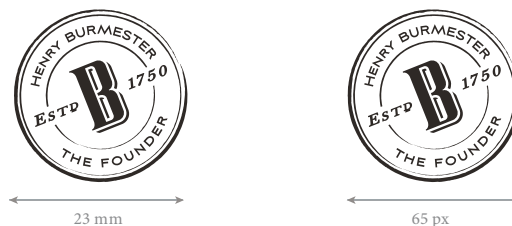
### MINIMUM DIMENSIONS

#### Print

Width  $\geq 23$  mm

#### Digital

Width  $\geq 65$  px



#### Exceptional dimensions for use on 50ml label

Width  $\geq 15$  mm



### COLOURS

Black, grey and beige, as well as golden stamping, are the most used colours for the stamp.

Depending on the applications, the stamp can be embossed and without colour.



#### Black

CMYK : C65 M61 Y62 K74  
Pantone : Black C  
RGB : R46 G41 B37  
Web : #2E2925



#### Grey

CMYK : C62 M50 Y47 K40  
Pantone : 425 C  
RGB : R55 G57 B59  
Web : #545759

#### Black (60%)

Pantone : Black C



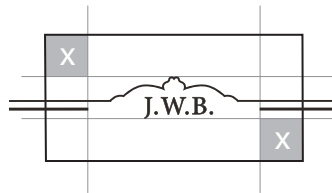
#### Beige

CMYK : C41 M41 Y68 K28  
Pantone : 871 C  
RGB : R134 G117 B77  
Web : #86754D  
Stamping : KURZ LUXOR 232

## INITIALS J. W. B.

### MARGINS

A safety margin should be left around the initials J.W.B. so not to compromise its legibility.



### MINIMUM DIMENSIONS

#### Print

Height  $\geq 5$  mm



#### Digital

Height  $\geq 14$  px

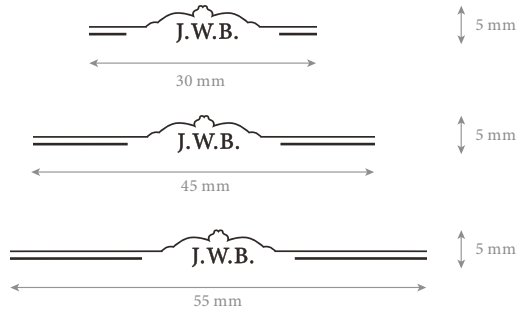


#### Exceptional dimensions for use on 50ml label

Height  $\geq 2,2$  mm



The use of this element is flexible. It is acceptable to have several insertions with same height – 5mm, for example – and with the horizontal lines with different lengths.



### COLOURS

Beige is the most used colour in the initials J.W.B. However, in this and other graphics, black and white can be used when required.



#### Beige

CMYK : C41 M41 Y68 K28

Pantone : 871 C

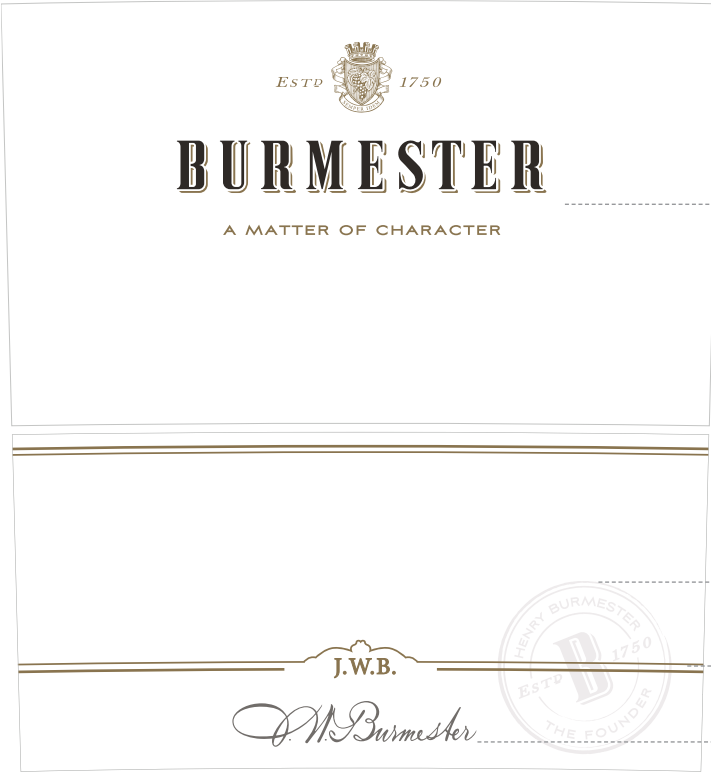
RGB : R134 G117 B77

Web : #86754D

Stamping : KURZ LUXOR 232

EXAMPLE OF USE - WINE LABEL

This is an example where the collection of brand graphics are used together. There may be only one graphic in some items of communication and more than one in others. In case of doubts, please contact Sogevinus' Central Marketing Department.



The image shows a wine label for Burmester. At the top, it features a crest with a crown and the text "ESTD 1750". Below the crest, the brand name "BURMESTER" is written in a large, bold, serif font. Underneath the brand name, the tagline "A MATTER OF CHARACTER" is written in a smaller, sans-serif font. At the bottom of the label, there is a signature "J.W.B." and a circular stamp that reads "HENRY BURMESTER ESTD 1750 THE FOUNDER".

1 | **Logo**  
The logo should be the most prominent graphic in all items of communication.

4 | **Stamp**  
It can be embossed with no colour.

3 | **J.W.B.**

2 | **Signature**







# 03

## TYPOGRAPHY AND COLOURS

### TYPOGRAPHY

Print

Digital

Text hierarchy and composition

### COLOURS

Primary

Secondary

Use of logo in solid colour

# TIPOGRAPHY

An important element of Burmester's visual identity, the typeface ensures consistency in all communications and reflects the personality of the brand together with the other key elements.

## PRINT - PRINCIPAL

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# AVIANO SANS

In print, the brand's communications should be made with Aviano Sans typeface. This typeface should be used for headings and subheadings. It is the main typeface and should be used in all forms of communication.

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### AVIANO SANS BOLD

## HEADINGS

-

CAPITAL LETTERS  
26 PT SIZE / 20 PT LINE SPACING

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

XYZ

0123456789

---

### AVIANO SANS REGULAR

## SUBHEADINGS

-

CAPITAL LETTERS  
19 PT SIZE / 17 PT LINE SPACING

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

XYZ

0123456789

---

## PRINT - SECONDARY

---

# MINION PRO

This typeface should be used in the body copy and highlights, in addition to Aviano Sans. This confers a certain rhythm to the reading.

---

### MINION PRO BOLD

#### TEXT HIGHLIGHTS

–

Minion Pro Bold  
12 pt Size / 14 pt Line spacing

---

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

---

### MINION PRO MEDIUM

#### Body Copy

–

Minion Pro Medium  
11 pt Size / 13 pt Line spacing

---

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

---

### MINION PRO REGULAR

#### Additional information

–

Minion Pro Medium  
7 pt Size / 9 pt Line spacing

---

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

---

### MINION PRO ITALIC

#### Additional Information

–

Minion Pro Italic  
7 pt Size / 9 pt Line spacing

---

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

## DIGITAL

# LORA

On digital platforms like the website, social media and newsletters, the typeface Lora should be used. In bold for headings and subheadings, and regular for the body copy.

### LORA BOLD

## HEADINGS

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### LORA REGULAR

## Body Copy

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## ALTERNATIVE STANDARD TYPEFACE

# GEORGIA

If it is not possible to use the above recommended typefaces for print and digital, the alternative is the use of the standard typeface Georgia. In bold for headings and subheadings, and regular for the body copy.

### GEORGIA BOLD

## HEADINGS

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

### GEORGIA REGULAR

## Body Copy

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## TEXT HIERARCHY AND COMPOSITION

An important element of Burmester's visual identity, the typeface ensures consistency in all communications and reflects the personality of the brand together with the other key elements.



Logo

HEADING  
AVIANO SANS BOLD  
CAPITAL LETTERS

SUBHEADING  
AVIANO SANS REGULAR  
CAPITAL LETTERS

TEXT HIGHLIGHTS  
Minion Pro Bold

BODY COPY  
Minion Pro Medium

ADDITIONAL INFORMATION  
Minion Pro Italic

J.W.B.

Stamp

Signature

LOREM IPSUM

LOREM IPSUM DOLOR  
CONSECTETUR

Lorem ipsum dolor sit amet, consectetur.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

[www.burmester.pt](http://www.burmester.pt)

J.W.B.

Henry Burmester  
ESTD 1750  
THE FOUNDER

J.W.Burmester

# COLOURS

The use of a consistent colour scheme is essential to make sure Burmester has a coherent identity in all items of communication.

## PRIMARY

On digital platforms like the website, social media and newsletters, the typeface Lora should be used. In bold for headings and subheadings, and regular for the body copy.

### BLACK



100 % 80 % 60 % 40 % 20 %

CMYK : C65 M61 Y62 K74

Pantone : Black C

RGB : R46 G41 B37

Web : #2E2925

### BEIGE



100 % 80 % 60 % 40 % 20 %

CMYK : C41 M41 Y68 K28

Pantone : 871 C | 7562 C | 7557 U

RGB : R134 G117 B77

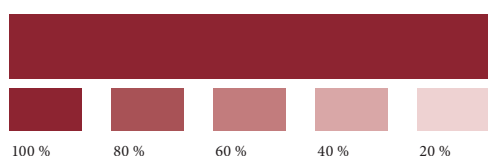
Web : #86754D

Stamping : KURZ LUXOR 232

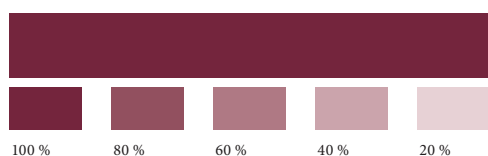


## SECONDARY

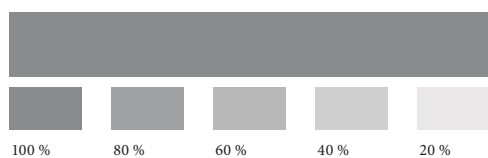
The secondary colours complement the brand's colour scheme.  
They should be used to identify specific products and categories.



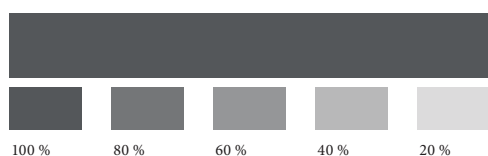
CMYK : C29 M94 Y67 K33  
Pantone : 202 C | 7427 U  
RGB : R88 G23 B32  
Web : #8B2331



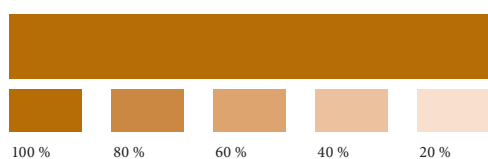
CMYK : C34 M90 Y45 K47  
Pantone : 209 C | 7421 U  
RGB : R115 G36 B61  
Web : #73243C



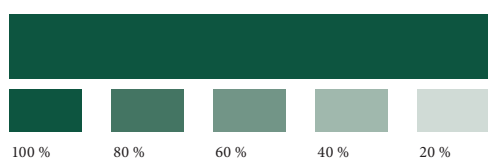
CMYK : C47 M36 Y36 K15  
Pantone : 423 C | 423 U  
RGB : R8A G8C B8C  
Web : #8A8B8C



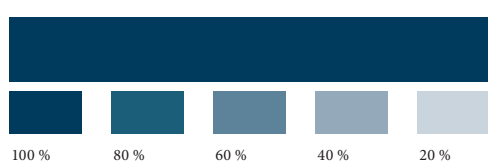
CMYK : C62 M50 Y47 K40  
Pantone : 425 C | 426 U  
RGB : R55 G57 B59  
Web : #545759



CMYK : C24 M57 Y100 K15  
Pantone : 139 C | 131 U  
RGB : RB2 G6D B01  
Web : #B26D00



CMYK : C89 M39 Y75 K40  
Pantone : 343 C | 342 U  
RGB : R14 G85 B63  
Web : #0D553F



CMYK : C100 M71 Y39 K34  
Pantone : 302 C  
RGB : R0 G58 B93  
Web : #003A5C

## USE OF LOGO IN SOLID COLOUR

To guarantee the legibility of the logo in all circumstances, there are rules regarding its use over colours.

Logo over the primary colours



100% Black



100% Beige



75% Black



75% Beige



15% Black



15% Beige

Logo over other colours





# BURMESTER

A MATTER OF CHARACTER

[www.burmester.pt](http://www.burmester.pt)

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J.W.B.

*J. W. Burmester*