

FRANK FAMILY

VINEYARDS

Brand Standards

2021

Key Concepts

SCOPE OF THE GUIDELINES

Brand History

Our Philosophy

Logo Usage

Color Guidance

Typography Usage

Brand History

TIMELINE OF SIGNIFICANT EVENTS

1884

Original Larkmead Winery was constructed

1958

Hanns Kornell introduced French Champenoise method to California, producing from the Historic Larkmead Winery

1993

Doors open to Frank Family Vineyards one year after Rich Frank acquires the Historic Larkmead Winery

2018

Celebrated our 25th anniversary of Frank Family Vineyards.





Our Philosophy

"GREAT WINE HAPPENS
EVERY DAY"

This concept is rooted in our brand's promise of making every guest experience the best — a sense of slowing down and enjoying the best things in life: family, fine wine, and connection with place.

Our Values

FAMILY

There is a family atmosphere in all that we do—a feeling that comes from our history and purpose. Frank Family extends beyond owners Rich and Leslie Frank- every employee, wine club member, and guest is part of our family.

QUALITY AND VALUE

Commitment to quality is at the cornerstone of all our winemaking and hospitality endeavors from choosing to farm sustainably in the vineyard to delivering luxury products with a great value for money.

HOSPITALITY

Due to Rich Frank's experience as the president of Disney Studios, Frank Family has professionally-inspired understanding of how to create a memorable guest experience. Our philosophy is that we do not have customers; we have guests.



Our Personality

APPROACHABLE

We always opt for warmth over showiness and approachability over exclusion. Our messaging communicates a comfortable and homey experience made even better with great wine.

PERSONAL

We bring our family and staff members into focus in all our branding touch points to provide a detailed background into the process and people behind our products. Through our storytelling we're able to share the legacy of Frank Family to our guests, beyond the bottle.

FAMILIAL

We provide a kind of hospitality where every guest is invited into our daily experience like an extended member of the family.

HISTORIC

Frank Family Vineyards is home to Napa Valley's third-oldest winery. We work to preserve the winery's history and leave a lasting legacy through our family-owned, people-first intention.

Logos

Guide to Correct Logo Usage



Primary Logo

To be used for profile pictures and embroidery and can be combined with wordmark below it.



Logo Variation

To be used on letterhead and only on a white background.

FRANK FAMILY
VINEYARDS

Wordmark

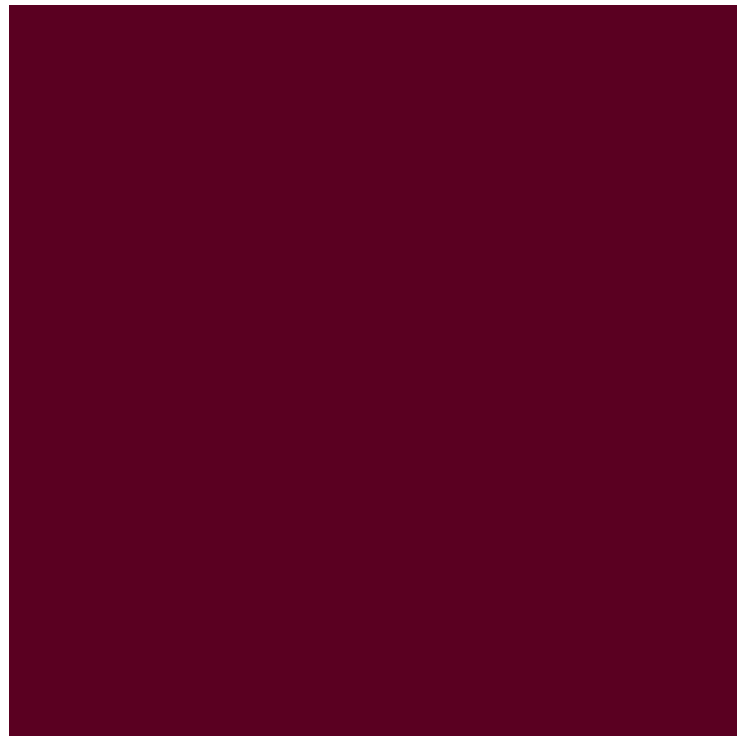
To be used in combination with the primary logo or on its own. The color of the arrow element should only be gold or black.



Submark

To be used on secondary pages of printed materials and on business cards.

Guide to Color Usage



RED

Use: Links/Icons/Lines

PMS #5a0021

R/G/B: 90 / 0 / 30

C/M/Y/K: 42 / 97 / 61 / 58



GOLD

Use: Titles/Logos

PMS #9e8e5a

R/G/B: 158 / 142 / 90

C/M/Y/K: 38 / 37 / 74 / 7



GRAY

Use: Body Text/Icons

PMS #828081

R/G/B: 130 / 128 / 129

C/M/Y/K: 51 / 44 / 43 / 7

Typography Guidelines

TITLES

Garvis Pro Regular

Frank Family Vineyards

SUBTITLES

Avenir (All Caps)

FRANK FAMILY VINEYARDS

BODY TEXT

Minion Pro Regular

Frank Family Vineyards

Typography and Colors in Practice

Garvis Pro
in Gold
(title)

Where it Begins



Avenir in All Caps in Gray
(subtitle)

OUR VINEYARDS
WINSTON HILL
LEWIS
BENJAMIN
S&J

Minion
Pro Regular in Gray (body)

Frank Family Vineyards has become a household name for lovers of premium Napa Valley wines, where consistency is artistry. With more than 380 acres of the finest vineyards across the best AVA's within Napa Valley, we know location makes a difference. Every year, we source grapes from our four vineyards and our favorite neighbors, allowing our winemaker to truly master the terroir and craft exceptional wines. Frank Family's vineyards have become an important part of our family's story, not only for the grapes they produce, but for their namesakes—our grandchildren.

Avenir in All Caps in Red
(link)

VINEYARD VIDEO

"Providing outstanding hospitality is as important to us at Frank Family as making high-quality, premium wines. We make sure every visitor to our winery is treated as a member of our extended family."

RICH FRANK



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