



Harper's Rest

BRAND GUIDELINES



BRAND STORY

Where Land and Legacy Converge

We craft world-class, terroir-driven Pinot Noir and Chardonnay from the Russian River Valley through meticulous regenerative organic farming. Our roots run deep—beginning with Reuben Harper’s tilling of Harper’s Rest in the 1850s, and carried forward through the Underwood family’s legacy in the wine and spirits business since 1888. We farm our estate vineyards—Moon Dust and Harper’s Rest—with integrity, patience, and uncompromising quality, and are honored to share these wines with you.

GROUND



UNCOMPROMISING



WELCOMING



BRAND IDENTITY

LOGOS & TYPOGRAPHY & COLOR PALETTE & IMAGERY

1857

LOGO

Harper's Rest

LOGO

Harper's Rest
WINERY

LOGO & TAGLINE

LOGO

Approved logo colors are PMS Black 7, PMS 6185 or PMS 2379, PMS Warm Gray 11 & PMS Warm Gray 1.

Harper's Rest

Harper's Rest

Harper's Rest

Harper's Rest

Harper's Rest

BRAND MARK

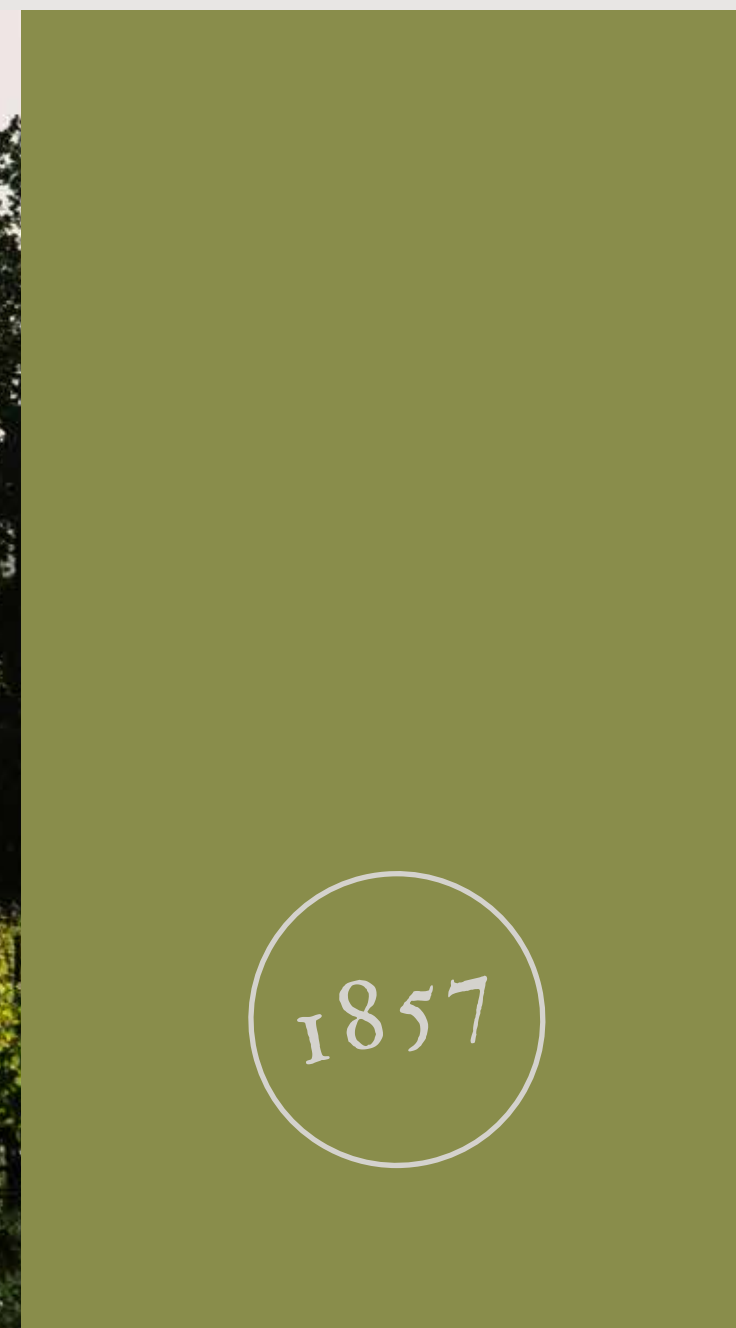
The 1857 brand mark is a supporting element and should always be used in conjunction with the primary Harper's Rest logo.

The brand mark should never appear on its own—it must be paired with the logo within the same document or design piece.

It should always function as a secondary element, not the primary identifier.

The mark may be placed over photography or a solid color block for visual interest.

Any approved color from the brand palette may be used.



ILLUSTRATION

This handcrafted woodblock print by artist Andrea Starkey is a signature brand element. It conveys a distinct sense of place and strengthens Harper's Rest's story and recognition.

The illustration should always appear secondary in size and placement to the Harper's Rest logo.

Maintain clear space around the illustration—it should never feel crowded.

Do not alter, distort, crop, or place it over color fields or photographs.

The original colors must remain intact—never convert to black & white or recolor.

The illustration should never be used as a substitute for the Harper's Rest logo.

Examples of use: in the footer of the website, backside of a notecard or the footer of letterhead.



FONTS

FOR PROFESSIONALLY DESIGNED PRINT COLLATERAL

CASLON BOOK WF (Waldon Font Company)

headlines, subheads, uppercase, will always need a stroke added (to be bolder), will need hand kerning, 100 tracking

Caslon Book Italic WF (Waldon Font Company)

headlines, subheads, titlecase (except for small words in lowercase), will need hand kerning, 0 tracking

GT Eesti Pro Display Regular, Medium & Bold

headlines as needed for readability, sub heads, body text, uppercase/lowercase, 75 tracking

ARCHIVE GARAMOND EXPERT SMALLCAP

signage, special needs, type out in lower case, headlines only, will need hand kerning, 50 tracking

FONTS

FOR DESKTOP & DIGITAL

FOR DESKTOP

PROXIMA NOVA REGULAR & SEMIBOLD & **BOLD**

headlines, uppercase, small pt size, 200 tracking

Proxima Nova Regular & Semibold & **Bold**

body text, uppercase/lowercase, 50 tracking

FOR WEBSITE / DIGITAL

LTC CASLON BOOK (Adobe Fonts)

headlines, uppercase, small pt size, 50 tracking

GT Eesti Pro Display Regular & **Medium** (Grilli Type)

body text, uppercase/lowercase, 75 tracking

COLOR PALETTE

FROM THE LAND & SEA

Moss

PMS: 7747 C

CMYK: 47, 32, 84, 9

RGB: 137, 141, 76

HEX: 898d4c

Fog

PMS: 6219 C

CMYK: 54, 37, 31, 1.5

RGB: 127, 144, 156

HEX: 7f909c

Sea

PMS: 2379 C

CMYK: 82, 69, 44, 32

RGB: 55, 68, 90

HEX: 37445a

Warm Grey

PMS: WARM GRAY 11

CMYK: 54, 53, 58, 24

RGB: 108, 98, 90

HEX: 6c625a

Stone

PMS: WARM GRAY 1

CMYK: 16, 13, 17, 0

RGB: 211, 209, 204

HEX: d3dlcc

Basalt

PMS: BLACK 7 C

CMYK: 67, 61, 64, 54

RGB: 58, 57, 54

HEX: 3a3936

Sage

PMS: 6185 C

CMYK: 61, 39, 59, 15

RGB: 104, 121, 104

HEX: 687968

Rose

PMS: 4097 C

CMYK: 47, 70, 53, 28

RGB: 116, 76, 83

HEX: 744c53

Currant

PMS: 202 C

CMYK: 30, 93, 73, 30

RGB: 135, 39, 51

HEX: 872733

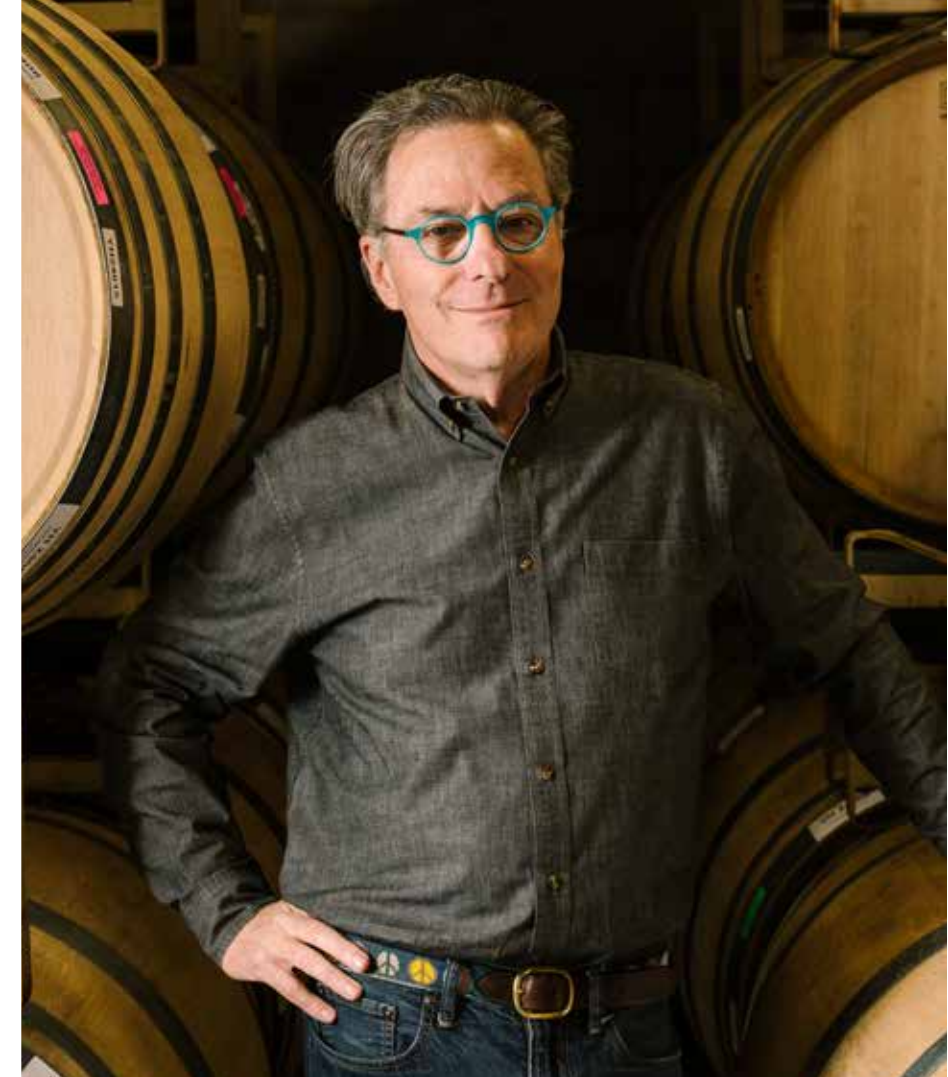
Honey

PMS: 7550 C

CMYK: 18, 45, 100, 1.6

RGB: 208, 144, 0

HEX: d09000



BRAND TOOLKIT

Harper's Rest

LOGO



BRANDMARK



COLOR PALETTE

A B C D E

AaBbCcDdEe

AaBbCcDdEe

AaBbCcDdEe

A B C D E

TYPOGRAPHY



PHOTOGRAPHY



Harper's Rest

WINERY

7015 Westside Road
Healdsburg, CA 95448
707.341.4620
harpersrest.com

QUESTIONS?

Ella Winje
ella@odonnell-lane.com
916.599.9415

