



BEARBOAT

EDITION 2027 · PUBLISHED OCTOBER 2026

Brand Guidelines

Willamette Valley Pinot Noir and Chardonnay, and the
two bears who found them.

Please Drink Responsibly · For audiences 21+



HOW TO USE THIS GUIDE

Anyone who puts the Bearboat name on something starts here.

This guide is for agencies, designers, creators, distributor teams and retail partners. It covers who Bearboat is, how it sounds, how it looks, and the rules every piece has to follow.

For shelf sets, menus, POS and merchandising, use its companion: On- & Off-Premise Brand Standards (Trade Edition, October 2026).

When in doubt, ask before it goes out.

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- 01 The brand
 - 02 Character & voice
 - 03 Visual identity
 - 04 The wines & accolades
 - 05 Compliance & approvals
-

WHAT'S CHANGED SINCE THE 2025 GUIDE

Update these first.

Area	2025 guide said	Use now
Typefaces	Alverata + Minion Pro	Friz Quadrata + Helvetica Neue, with Caveat accents (matches the label)
Pinot Noir sourcing	Willamette and Umpqua Valleys	100% Willamette Valley (2024 onward)
Tasting notes	2023 notes	2024 notes: Pinot Noir dark cherry, black raspberry · Chardonnay stone fruit, light toast
Audience	Five lifestyle segments; "assume some wine knowledge"	The Curious Host; no expertise assumed, ever
Taglines	"Cheers to Your Next Adventure"	"Adventure in Every Sip." + "Wines for a Wilder Table."
Imagery	Mountain vistas, a van on a mountain road	Our own photos: lakeside, cooler-as-table, campfire, with friends

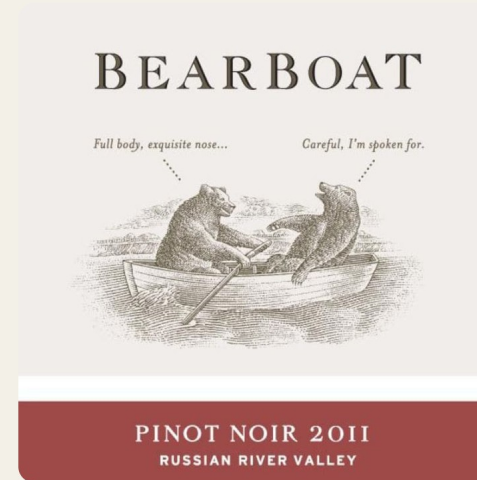
OUR STORY

An old name on a new trail.

Bearboat began in Sonoma County in the mid-1990s. Its label was an engraving of two bears in a rowboat.

Today Mac & Zeke paddle a pink canoe through Oregon's Willamette Valley, looking for the best pours they can find.

The rule: always present Bearboat as an evolved brand. Never call it a new label, and never call it a California wine.



Then · the heritage label,
Sonoma County



Now · the 2024 label,
Willamette Valley

BRAND ESSENCE

Adventure in Every Sip.

Bearboat is Oregon wine for the seeker: meticulously crafted Willamette Valley Pinot Noir and Chardonnay for people who would rather discover something than default to what they already know.

Being the newer name is the point, not the problem. Every piece pairs the story with at least one proof point: an award, a score or a tasting.

BRAND PILLARS

Four pillars hold up one promise.

01

Approachability

Come as you are. No expertise required, no gatekeeping, no pretense.

02

Community

Better shared: gathered tables and campfires. Almost never a solitary pour.

03 · Load-bearing

Discovery

Find it rather than default to it. This is where the seeker idea lives.

04

Adventure

Oregon, the outdoors, the trail. The atmosphere of the brand, never extremity.

Everyday premium. Bearboat is crafted with care and priced for real life. It belongs at an ordinary weeknight dinner, not saved for a holiday.

WHERE BEARBOAT LIVES

A table you carry.

Daylight, outdoors, improvised. Adventure stays at trailhead scale, never summit scale.

We go here

- A tailgate, a dock, a porch step
- A cooler or camp chair as the table
- A lakeside picnic, a campfire
- A weeknight dinner with friends

We don't

- Summits, cliffs, rapids, speed
- Risk, endurance or conquest
- A solitary drinker
- The curated, candlelit dining room

The curated indoor dinner party belongs to a sister brand in our portfolio. Bearboat stays outside and unfussy.





LIGHT PAIRING

On trade and serve pieces only:

Zeke's pour = Pinot Noir

Mac's pour = Chardonnay

Noir means black, like Zeke. Never on packaging, and never as sub-brands.

THE CAST

Meet Mac & Zeke.

Two bears, one bottle. They roam the Willamette Valley for the best pours, and they almost always show up together.

Mac

The grizzly, with a notched left ear.
The bigger voice of the two.

Zeke

The black bear, with a white V on his chest. The softer-spoken one.

- Always written "Mac & Zeke." Mostly a pair; a bear on his own is the exception.
- Always real, natural bears: no clothes, no cartoon faces, nothing that appeals to children.
- A signature, not a gimmick. Don't force them into every line.

WHO WE'RE FOR

Curious, not expert.

PRIMARY · 30–45

The Curious Host

Social and thoughtful. Gathers friends for casual meals, knows a bit about wine and wants to know more, without pressure. The label and the story matter as much as the liquid.

Buys when: there's someone to host or something to bring.

"Make your next wine night a little more adventurous."

SECONDARY · 25–40

The Nature-Loving Explorer

Outdoorsy, values simplicity and a real story.
Home for trail-to-table content.

SECONDARY · 28–50

The Casual Sipper

Busy, not an expert, loyal to brands that feel friendly. Wants it easy.

VOICE & TONE

A story over a shared bottle.

"We're not here to talk at you about wine. We're here to sip it with you. Like a good campfire: warm, inviting, and better with friends."

Mac & Zeke

- Curious
- Grounded
- Soulful
- Playful



VOICE IN PRACTICE

Say it like Mac & Zeke would.

ON VOICE

"Some of our best bottles get opened at a trailhead, not a table."

"Meticulously crafted. Not just for special occasions."

"Smaller production wine brands can be hard to track down, but we've got you covered."

Use: adventure, discover, curious, easygoing, everyday premium, come as you are, roam, gather, trail, pour.

OFF VOICE

"Indulge in a refined tasting experience crafted for the discerning palate."

"Limited time: save on our award-winning Pinot Noir today!"

"Here's the unglamorous truth: we're hard to find."

Avoid: connoisseur, discerning, "elevate," "indulge," sale or urgency language, "solutions," "leverage."

TAGLINES

One signature, one lead line.

SIGNATURE

Adventure in Every Sip.

The brand essence. Sign-offs, packaging-adjacent pieces, the website.

LEAD LINE

Wines for a Wilder Table.

Willamette Valley Pinot Noir and Chardonnay, crafted with care and made for your table. Mac & Zeke would pour it any night of the week.

ALTERNATE

Made for sharing with friends at any table.

Retired: "Premium, Unpedestaled." · "Cheers to Your Next Adventure." · "Your Trail. Your Taste." · "Explore Boldly. Sip Freely." · "Epic Wine Adventure."

COPY RULES

Words we use, and words we never do.

Say	Never say
Bearboat (one word) · Mac & Zeke	"Bear Boat," "BearBoat"
Sourced from the Willamette Valley	"Estate," "estate-grown," single-vineyard
Willamette Valley (2024 and 2025 vintages)	"Willamette and Umpqua" (2023 only)
Dry-farmed, hand-picked	"Sustainable," "certified sustainable"
Lightly oaked (Chardonnay)	"Unoaked," "buttery," "oak bomb"
Low residual sugar, as a winemaking fact	Nutrition, health, diet or wellness claims
Weeknight, everyday, any night of the week	"Tuesday night"
"We've got you covered" (solution-forward)	Negative framing: "the unglamorous truth"
Retailers set and show their own prices	Any feature or sale price on Bearboat materials

LOGO

Two marks, one name.



B E A R B O A T

Primary · the wordmark

The default. Horizontal spaces: web headers, sell sheets, email, signage, the back of a piece.

Approved colors: navy #1E2D32 on light grounds, cream #F2F0E7 on dark grounds, black for one-color print. Use the master files only.



Secondary · the canoe mark

Square spaces and moments of character: social avatars, covers, merch, patches and pins.

LOGO USE

Give it room. Keep it clear.



Clear space: at least the height of one wordmark letter on every side. For the canoe mark, half the canoe's height.

Minimum size: wordmark 1.5 in / 160 px wide. Canoe mark 0.75 in / 80 px wide.

Don't

- Recolor it outside navy, cream or black
- Stretch, skew, rotate or outline it
- Add shadows, glows or textures
- Re-space or retype the letters
- Set it on a busy part of a photo
- Place it where contrast is weak
- Crowd it with other logos

LABEL ART

The label is our loudest asset.



- Use only the master label files and approved extractions.
- Never redraw, recolor or stretch the art, or crop the bears out of the scene.
- Keep the distressed print texture. Don't clean it up.
- The bears live in the label's black linework, so there's no standalone bear file. New bear art must be drawn and approved first.

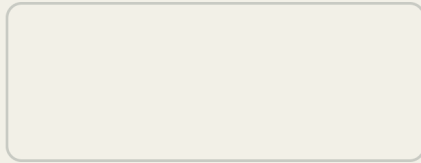


The pink canoe is the one element that travels alone, as an approved vector.

COLOR

Cream and navy carry; accents speak.

BASE



Cream

#F2F0E7



Deep Ink Navy

#1E2D32

SUPPORTING



Espresso Brown

#392E2C



Stone Gray-Green

#C8CAC3



Gray

#666766

ACCENTS



Sage (light)

#B3B195



Sage (dark)

#6C725E



Blush

#D1BAAB



Teal

#007C8D

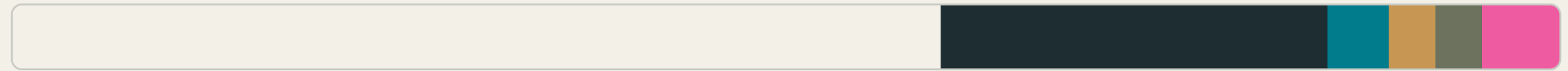


Amber / Tan

#C69652

COLOR IN USE

Mostly calm, with a little label.



60% Cream

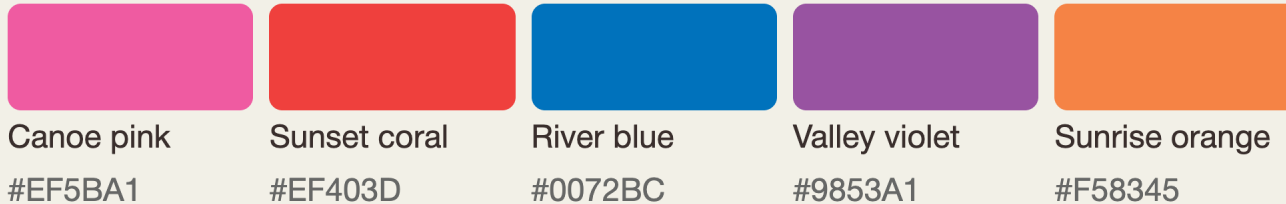
25% Navy

10%

5%

Accents (teal, amber, sage, blush) about 10%. Label accents about 5%.

Label accents



Sampled from the label. For illustration, social pops and seasonal pieces, around 5% of a layout. Never for type, never behind long text.

Rules

- Text is navy on cream or cream on navy. Teal works for labels and links on cream.
- Amber, blush and sage never carry body text on cream.
- SKU cue: Pinot Noir takes Valley violet, Chardonnay takes Amber. Use it as a band or rule, never as a full background.

The label's typefaces, everywhere.

Adventure in Every Sip

Friz Quadrata Std Bold
Headlines

Willamette Valley Pinot Noir

Friz Quadrata Std Medium
Section titles

DARK CHERRY · BLACK RASPBERRY

Helvetica Neue Medium
Subheads, labels, buttons · caps, tracked

Two bears, one bottle, and a table you carry somewhere good.

Helvetica Neue Regular
Body copy

Grab it cold for tonight!

Caveat Bold
One handwritten line per piece, never body

Website headings use QTFrizQuad as the web version of Friz Quadrata. Fallbacks: Georgia for display, Helvetica or Arial for text. Alverata and Minion Pro are retired.

PHOTOGRAPHY

Real light, real friends, the bottle close by.



Do

- Daylight or firelight, outdoors
- Food on the table, bottle beside it
- Groups of friends, clearly 25+
- Both wines together when you can

Don't

- Drinking mid-hike, on the water or near a vehicle
- Summits, cliffs, glass-to-the-sky stock shots
- A lonely looking drinker, appearance of excessive drinking or anyone who looks under 25



THE WINES

Two wines, equal billing.



2024 · WILLAMETTE VALLEY

Pinot Noir

Dark cherry, black raspberry.

100% Willamette Valley

Dry-farmed, hand-picked

Serve lightly cool, 55–60°F



2024 · WILLAMETTE VALLEY

Chardonnay

Stone fruit, light toast. Lightly oaked.

Dry-farmed, hand-picked

Great with grilled shellfish

Serve 48–52°F, not ice-cold

Copy always matches the vintage in the bottle. 2023 Pinot Noir still in market keeps its own notes (raspberry, cherry, baking spice; 50% Willamette, 50% Umpqua) until it sells through.

ACCOLADES

Proof, earned.

95	Gold · Best of Class · 2024 Chardonnay LA International Wine Competition
95	Gold · Pinot Noir NY International Wine Competition, 2026
93	2023 Chardonnay USA Wine Ratings, 2026
91	2023 Pinot Noir USA Wine Ratings, 2025
Honor	Willamette Chardonnay Winery of the Year NY International Wine Competition, 2026

The rule

- 90+ points, gold or higher, or best-in-class only
- No silver or bronze, ever
- Always name the score and the source; never just "award-winning"
- A score stays with its vintage

COMPLIANCE

Non-negotiable, on every piece.

21+ only

Everyone shown is clearly 25+. Set paid ads to 21+ by hand.

Say it every time

"Please Drink Responsibly" on every design.

No health claims

No nutrition, health, diet or wellness claims.

The wine is at the table, after

No drinking while hiking, paddling, boating or driving.

Nothing for kids

The bears stay natural. No cartoon styling or child appeal.

Paid creators

#ad, advertiser name and city/state, class and type as on the label.

Retailers

Never reshare, boost or pay for their posts. Name 2+ or none. No prices.

Tied-house

Nothing of value to a retailer or licensee without sales-team clearance.

Barcodes

Images on chain-facing sheets only. Elsewhere, UPC/SCC as plain text.

BEARBOAT

When in doubt, ask before it goes out.

Brand approvals and master files
marketing@blueridgespirits.com

bearboatwines.com

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