

These guidelines describe the FOLKTALE brand; who we are, what we stand for, our internal and external values, and how all this is communicated to our customers.

It includes our logo, colors, typography, layout, and identifying graphics.

Sending a consistent and unified message is essential when presenting the Folktale story.

Please use these guidelines to help us preserve and grow our brand.

Thank you.

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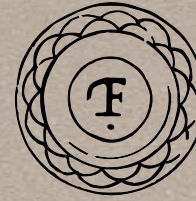
Brand & Graphic Guidelines



Version Six

FOLKTALE

Our company values (Internal)



OUR VALUES

We believe that by embracing these core values, we will be able achieve our goals. Those values are Respect, Evolution, Adventure, Character, and Humility, or R.E.A.C.H., as each day requires a renewed effort to strive to live these values.

RESPECT

Respect starts by humanizing situations and people.

To understand the cause, not react to the symptom.

*Assume good.
Be patient.*

EVOLUTION

Evolution encourages adaptation, education, and improvement.

Mistakes and change are unavoidable.

Never stop improving.

ADVENTURE

Adventure is about having fun, giving your best effort, knowing that we are not saving lives.

Adventures are up and down.

*Have Fun.
Enjoy the ride.*

CHARACTER

As leaders, we need to know how to forgive but also hold others accountable.

Can we teach character?

Honesty and Forgiveness.

HUMILITY

Without humility there can be no happiness.

Our goal is not to be the best in the area. Our goal is to be the best we can be.

*Be grateful.
Lift together.*

Who we are

FOLKTALE
GROUP

A
LIFESTYLE
BRAND

that creates
curated
experiences

Wine producer
Winery & Vineyard
Restaurants
Tasting room
Wine club
Music venue
Event space venue
Distillery
Retail (Provisions)
Hotel & Resort (Future)

Who we are

We are a
lifestyle brand,
but we are not
a luxury brand.

Although—per traditional definitions—Folktale products are considered luxury, we do not categorize our brand as such.

We provide experiences and products that are high quality, sought after, and unique. We do this by being real, relatable, and approachable—without being pretentious.

This brand personality is inherent in our values of respect, evolution, and humility.

Our Unique Selling Point

Being the only winery and production facility in Carmel, we provide a wine experience like no one else - and it can be experienced in the sun...

We are unique in many ways, and it's important that we communicate that over and over again.

Carmel-by-the-Sea is perceived as a high-end bohemian bubble on California's central coast, we will piggy-back on that image and make sure we always associate us with the Carmel brand.

But so does our competitors.

We are in the Valley though, where the sun is (always) shining, unlike the often foggy Carmel where they are mostly located. At Folktale they can experience a real winery, see where the wine is growing and how it's made.

A visit at Folktale is much more than a wine tasting.

Brand attributes

The products and the process

CURATED
Intentional
Unique
Transforming
Respectful

CULTIVATING

The style & experience

AUTHENTIC
Local
Genuine
Approachable
Relatable
Unpretentious

CRAFTING

How we want people to feel

WELCOMING
Comfortable
Relaxed
Content
Inspired
Memorable
Joyous

CELEBRATING

BRAND PERSONALITY

These functional and emotional personality traits associate with our brand.

They are the basic elements for establishing our brand identity.



Vision & Mission Statement

VISION

To deliver joyous
and treasured memories
to our customers
and communities
by providing curated
and inspiring products
and experiences.

MISSION

MANIFESTO



It's all right there,
in our name.

Folk.

The people, the humanity,
the traditions of life and culture,
the joie de vivre.

Tale.

The experiences, the flavors,
the moments worth reliving.

Together,

they raise each other's value.

Together,

they create a rich, story-filled life.

From nurturing the grapes
to sourcing the menu that pairs them,
from hosting concerts under the stars,
to bringing blankets to hold off
the evening chill,
from planning the dream wedding
to hosting a girls lunch.

Every single thing we do
helps guests create memories.

Folktale.

Here's to better stories.

The Folktale guest

OUR CUSTOMERS PSYCHOGRAPHIC POINT OF VIEW

THEIR LIFESTYLE:

Professional, active, and engaged.

THEIR INTERESTS:

Friendship, travel, cuisine, wine, learning, discovery,
the human experience—a life well-lived.

THEIR PERSONALITY:

Just, nice, real, genuine, open, curious, relatable, and likely a joiner.

THEIR VALUES:

Time, truth, health, goodness, uniqueness, relationships,
environment, progress, specialness, surprise, and aesthetics.

THEIR ATTITUDES, BELIEFS, AND OPINIONS:

Responsibility, community, equality, free will,
takes time to sip the rosé and smell the roses.

The everyday Folktale customer

“I WANT A MOMENT OF ESCAPE”

Customers who want an experience that goes beyond mere function.

These people are curious and will visit Folktale when they want to do something special for which they’ll dress up and and make it an occasion.

They need to be inspired and guided since they are budget-considerate and insecure about what they want.

They are brand conscious and willing to spend more for something special—a tasting menu, a better bottle of wine, the vineyard-dining experience, or a wine membership.

We will turn these customers into Prime Folktale customers.



The prime Folktale customer

**“I WANT AN EXPERIENCE:
CURATED IN AN
UNPRETENTIOUS AND
INSPIRING ATMOSPHERE”**

Customers who recognize and seek quality in everything they do and buy. These consumers want the dining experience to go beyond food and wine; they expect great service and attention to detail.

Price is a secondary concern; they value innovation, customization, and products that reflect their values.



LOGO & LOCK-UPS

.....

Our logo is an essential visual element and one of our primary identifier.

The logo is designed is designed to reflect the Folktale name itself. Tales, myths, legends, poems, jokes and oral traditions common to our local culture.

The imperfect asymmetric typeface makes the logo look handmade, weathered, and something that's been around for a very long time. This aligns with our approach to producing quality and preserving the history of the place and its people.

The following pages show the main logo lock-ups. Refrain from altering proportions or creating new versions without first consulting the FOLKTALE marketing team.

Logo lock-ups

Do not create alternative logo versions without discussing it with marketing department.

A: Primary logo

FOLKTALE

B: Primary logo lock-up

FOLKTALE
WINERY & VINEYARDS

C: Primary logo lock-up

FOLKTALE
WINERY & VINEYARDS
CARMEL, CALIFORNIA

Minimum logo size: 2.5 inches
when used with "Carmel, California"

FOLKTALE
WINERY & VINEYARDS
CARMEL, CALIFORNIA

FOLKTALE
PROVISIONS

FOLKTALE
PROVISIONS
CARMEL, CALIFORNIA

Corporate logo

FOLKTALE
GROUP

BRAND COLORS

.....

Color plays an important role in the corporate identity program.
A palette of primary colors has been developed to reflect FOLKTALE's
brand personality and attributes.

Consistent use of these colors will contribute to the cohesive and harmonious
look of the brand identity across all media. They will also add to our forward
momentum, helping our brand becomes increasingly recognizable.

Color palette

Our brand colors are earth-toned to reflect the nature around us as well as our simple process.

The color palette gives the brand an authentic and unpretentious personality that signals sophistication and confidence.

The three bright(er) colors add energy, fun, and warmth.

Charcoal

CMYK
0 / 0 / 0 / 90

RGB
65 / 65 / 65

HEX
414141

Mistral blue

CMYK
75 / 53 / 38 / 14

RGB
75 / 101 / 122

HEX
4b657a

PANTONE
2152

Sand

CMYK
28 / 32 / 43 / 0

RGB
187 / 165 / 143

HEX
bba58e

Olive green

CMYK
44 / 26 / 40 / 0

RGB
151 / 165 / 152

HEX
97a598

Fog

CMYK
5 / 3 / 7 / 0

RGB
239 / 239 / 233

HEX
efefe9

Merlot red

CMYK
41 / 95 / 55 / 42

RGB
105 / 28 / 57

HEX
691c39

Sunset orange

CMYK
13 / 64 / 93 / 2

RGB
212 / 116 / 51

HEX
d47433

Mustard

CMYK
20 / 23 / 90 / 0

RGB
210 / 183 / 65

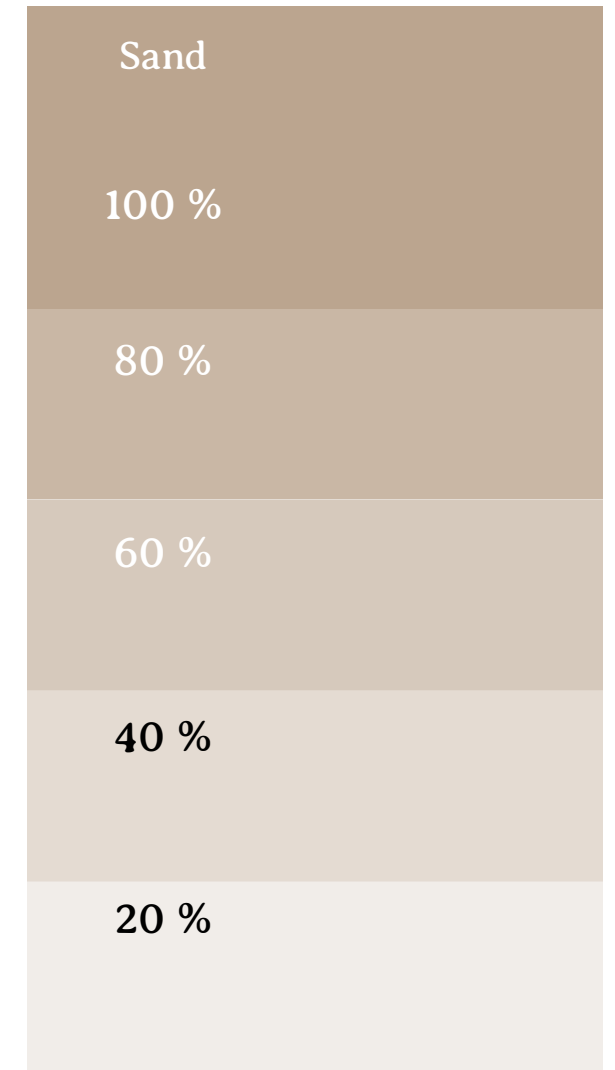
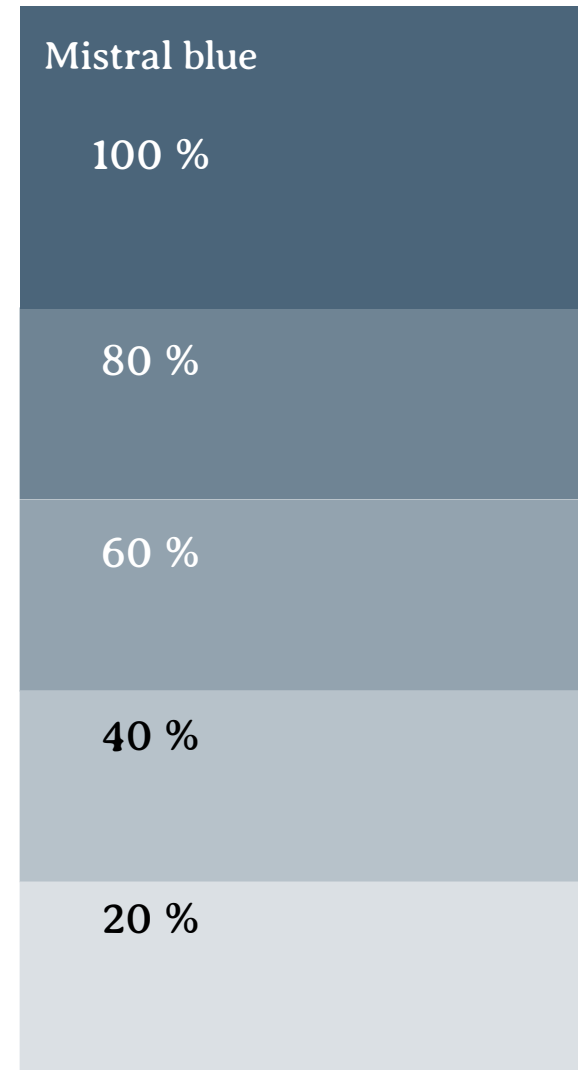
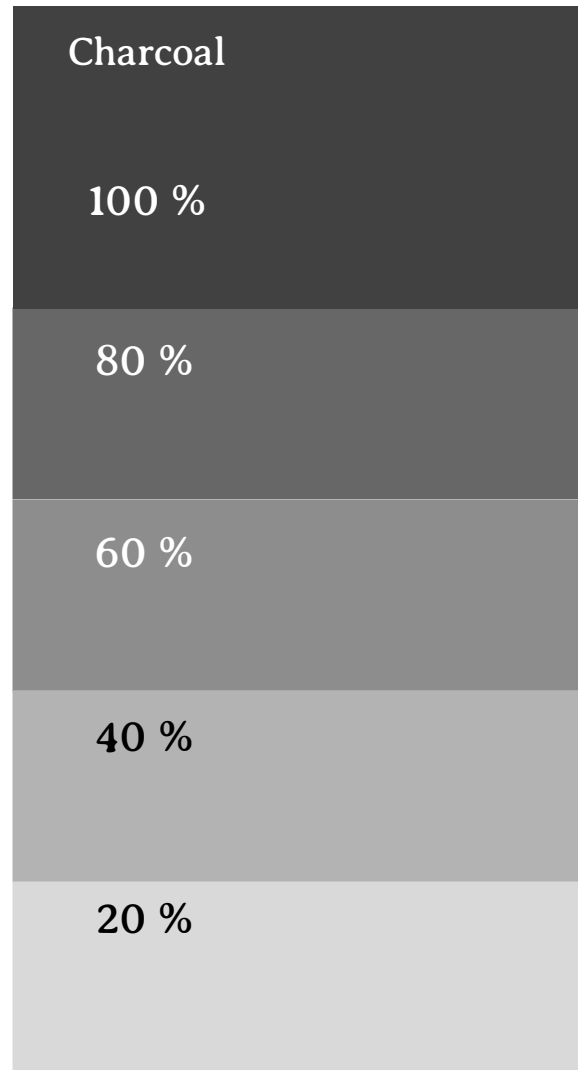
HEX
d2b741



Color tones and gradations

Using various shades or gradations of the colors are a nice way to add variety to the design while staying on brand.

Only these colors should be transparent.



Logo colors

The logo should only be used in black or white.

Make sure there's enough contrast between the logo and the background, including photos, where background should not be busy or distracting.

FOLKTALE
WINERY & VINEYARDS



FOLKTALE
WINERY & VINEYARDS



FOLKTALE
WINERY & VINEYARDS



FOLKTALE
WINERY & VINEYARDS



TYPOGRAPHY

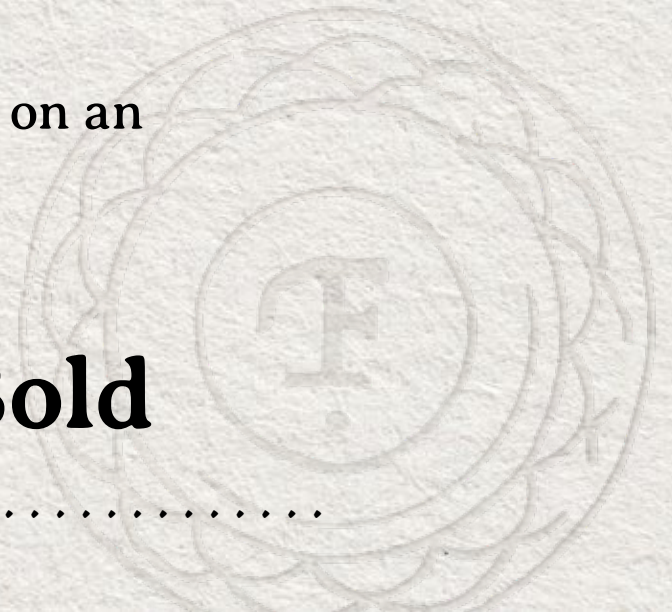
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Because the letter design in our logo is so characteristic, our typography should be a natural extension of the logo.

Averia Serif is a classic serif font, but slightly distorted and with minor imperfections to make it look like as if it the text was printed on an old fashioned letter press. It comes in bold and regular.



This is Averia Serif Regular and Bold



Typography

THE ALPHABET

Headline
Averia Serif
Bold

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
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
0	1	2	3	4	5	6	7	8	9	@	#	\$	%	&	?										

Body copy
Averia Serif
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
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
0	1	2	3	4	5	6	7	8	9	@	#	\$	%	&	?										

Body copy
Averia Serif
Italic

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
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
0	1	2	3	4	5	6	7	8	9	@	#	\$	%	&	?										

Effect font
Trattatello

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
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
0	1	2	3	4	5	6	7	8	9	@	#	\$	%	&	?										

Text

Headline
Averia Serif Bold
ALL CAPS

IT'S WINE TIME

Avoid using this for
long headlines

Long headline
Averia Serif Bold

Some wines
tell better stories
than others

Body copy
Averia Serif Regular

Lorem ipsum dolor sit amet est sed phasellus non nec eget, fringilla necetsita tibus varius mus lorem diam socis sit nulanteo vitae ris vivero. Gravida proin nulla libero vel nunc, mutis esttortoetolias. Arcu volutpatol nel fringilla hendrerit euismod diamos.

Body copy
Averia Serif Italic

*Lorem ipsum dolor sit amet est sed estol.
phasellus non nec eget fringilla necet.*

Effect font
Trattatello

.....

◀ **LOVERS MENU** ▶
Wednesday February 14th

Use this typeface for short text: Signs, numbers, web buttons etc. Have fun with it but keep it clean and simple.

PHOTOGRAPHY

Lifestyle, not business style



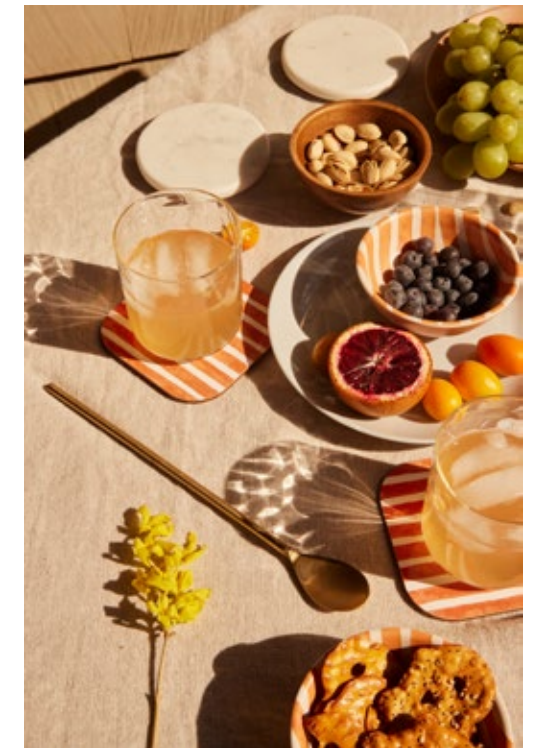
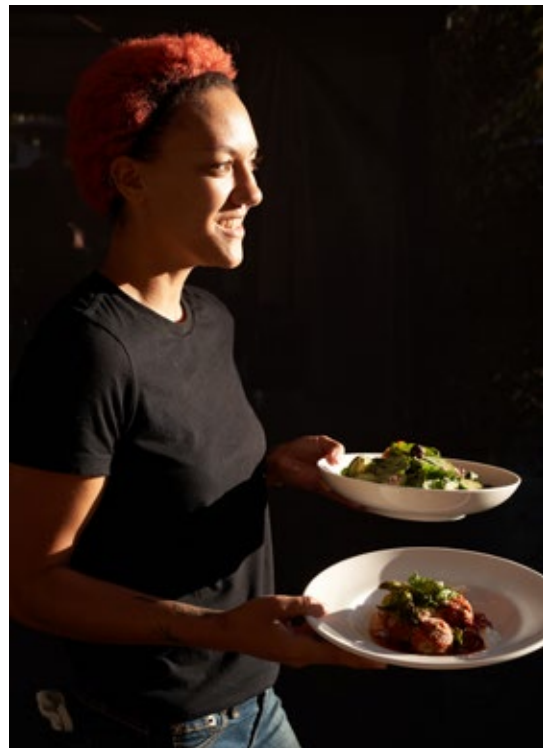
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Our photography celebrates the people and the stories that happen at Folktale more than the products and the process itself.

The style is authentic and joyous with lots of natural sunlight to emphasize that this is not the foggy Carmel-by-the-Sea. Based on Giada Paoloni's "style" we have interesting compositions with an artistic sophistication.

We use "real" people in relatable situations and when we present our products, like wine, they're photographed in environment with as much natural light as possible sunlight

Examples of
photography style by
house photographer
Giada Paoloni



Product photography

Another way to build brand recognition is photographing our bottles in the same style as the lifestyle photography, using natural light and long shadows.

When possible, bottles shown on white background should be photographed lying down with long drop shadow.



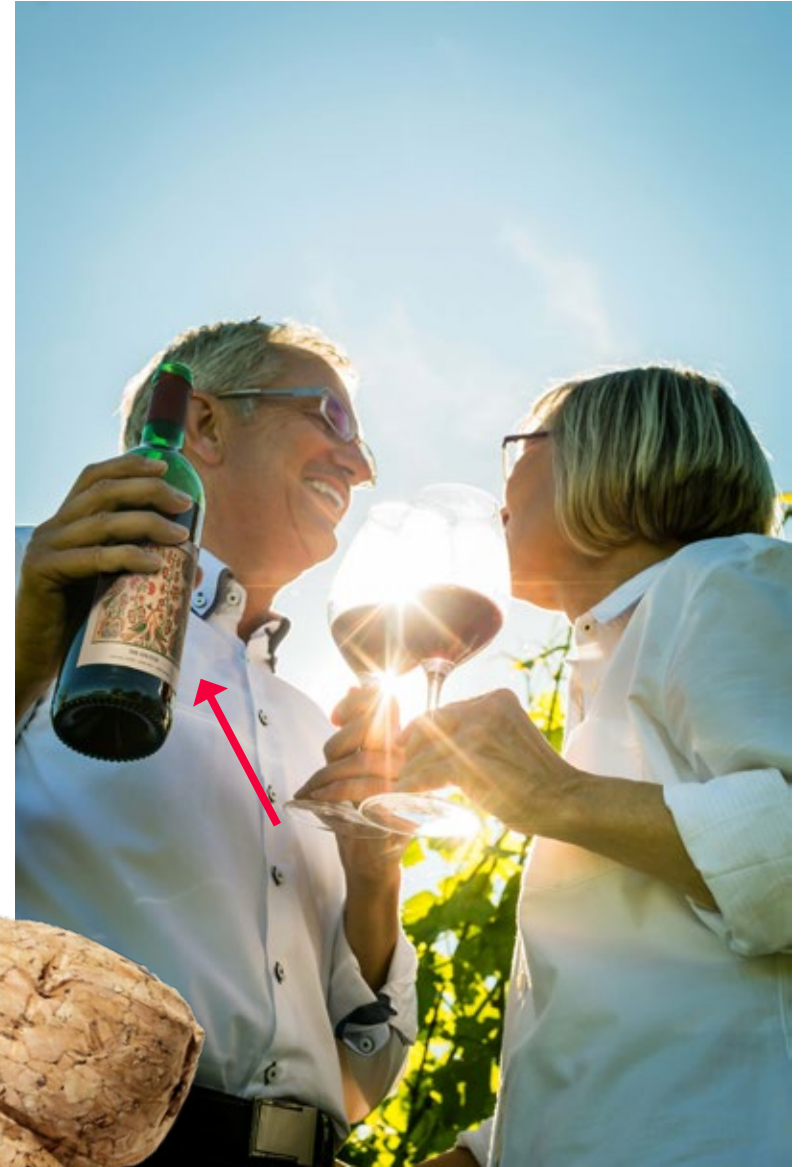
Examples of acceptable stock photography

If you need to use stock photography, make sure to select non-generic imagery with a composition and “feel” like our other photos.



Branded photography

When possible, retouch subtle FOLKTALE branding details to the photography.



Photography color correction

All photography should be color adjusted to have a warm, welcoming look, this is an easy way to make our images look authentic and enhance brand recognition.

Decrease blue tones, add yellow or red, and enhance contrast.



Original stock photography.



Color corrected to match brand look and feel.



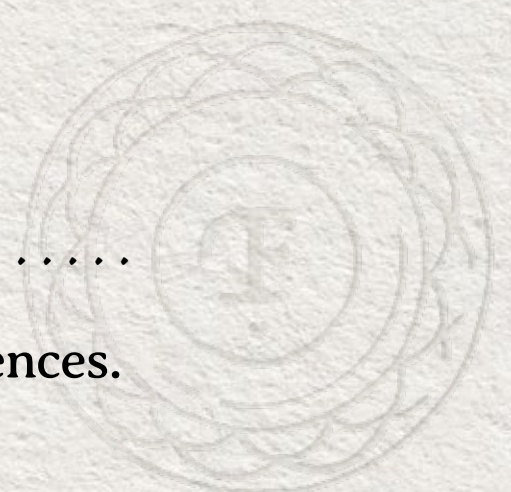
Unless there's a good reason, stay away from using black and white photography.

OUR LAYOUT TELLS A STORY

.....

Scrapbooks are made to capture memories and tell stories of wonderful experiences.
We want the FOLKTALE brand to do the same.

By designing our marketing materials with handmade papers, stamps, illustrations and fun graphic elements, we demonstrate how craftsmanship is embedded into everything we do - and it looks enjoyable, different, and fun.

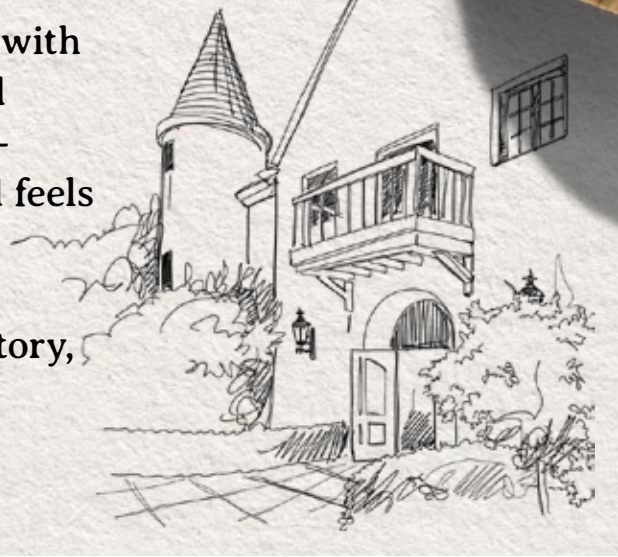


THE ELEGANT SCRAPBOOK

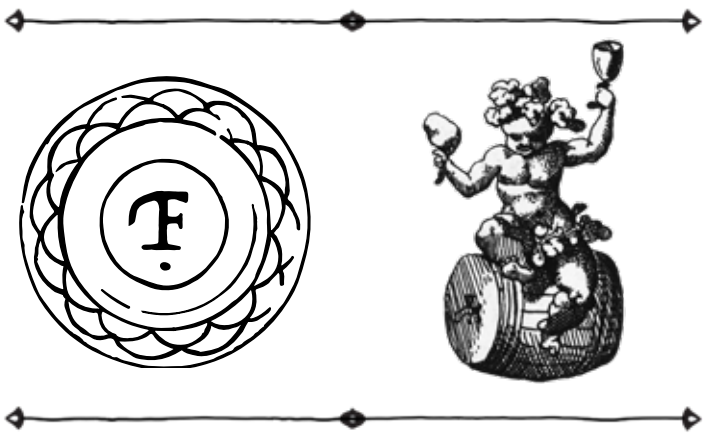
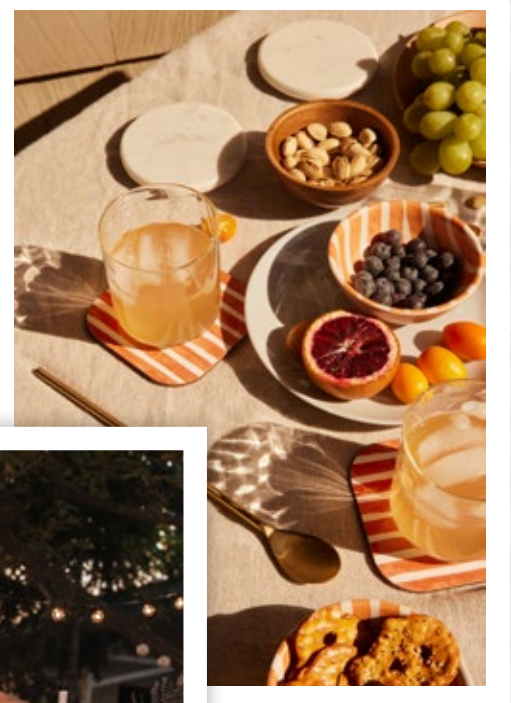
From rough, handmade papers with watermarks to illustrations and photography with elegant drop-shadows, the FOLKTALE brand feels curated, adventurous, and fun.

Use graphic elements to tell a story, but keep it simple and elegant. Sometimes less is more.

The elements shown here are available on the Brand Asset Drive together where additional ready-to-use elements.



JOSEPH'S BLEND



The art of Lucas Kilian

Selected artwork
to be identified



The Folktale voice

When possible, let's embrace our name and communicate the message with storytelling. Be creative and think of ways to paint a picture in the readers mind.

These are your guidelines:

DOMAIN:

Academic - Business - General - Casual **Creative**

INTENT:

Inform - Describe - Convince **Tell a Story**

AUDIENCE:

General **Knowledgeable** Expert

FOMALITY:

Informal Neutral - Formal

Let the charcuterie board tell your story



A long, long time ago, Chef Justin Robarge learned that we eat with our eyes, and that a beautiful charcuterie board makes an enticing welcome, setting the tone for a story-filled evening.

Join us Friday, February 24, from 4-6pm, when he'll teach you the charcuterie craft. You'll sip, snack, create, tell stories, and plot more great evenings of your own.

RESERVE YOUR SPOT

Example:

The Greenhouse

Greeted by dappled sunlight and afternoon breezes, they wandered through the Wine Garden, eventually finding their way through the string of French doors into The Greenhouse. For a few seconds, maybe a minute, only a few of the guests knew one another. But by the time the appetizers took their places, the twenty strangers were strangers no more. Gathered as they were, family-style, around that never-ending table, conversation flowed like a great merlot. How could it not? Course after course, the late day glow magically replaced by gently swaying string lights, the evening became a story they re-read time and again.

Examples of brand design

LET'S GET COZY AND INTIMATE

Greeted by dappled sunlight and afternoon breezes, they wandered through the Wine Garden, eventually finding their way through the string of French doors into The Greenhouse. For a few seconds, maybe a minute, only a few of the guests knew one another. But by the time the appetizers took their places, the twenty strangers were strangers no more. Gathered as they were, family-style, around that never-ending table, conversation flowed like the great syrah. How could it not? Course after course, the late day glow magically replaced by gently swaying string lights, the evening became a story they re-read time and again.

- Seats 20 comfortable
- Heated
- AV available



the greenhouse



THE WINE IS TALKING TO US

Rotrices sit. Mattis suspendisse turpis biben dum metus fusce, quaerat massa ultricies, aptent libero pellentesque in ultrices. Ligula scelerisque tempor maecenas cusim sapien. Gravida proin nulla libero vel nunc, mus tortor auctor.

Lorum turpis biben dum metus fusce, quaerat massa ultricies, aptent libero pellentesque in ultrices. Ligula scelerisque tempor maecenas cusim sapien. Gravida proin nulla libero vel



IF EACH WINE TELLS A STORY, THIS IS YOUR NEW LIBRARY.

Welcome to The Annex, a new, inspiring space serving lunch small plates and an impressive wine list featuring local and international producers, with an emphasis on wine produced by Folktale Group.

Enjoy the best of Seventh & Dolores' modern vibes combined with Folktale Winery's laid-back fun in our comfortable contemporary space with a bar, fireplace, and wine shop.

NOW OPEN

Located next to Seventh & Dolores Steakhouse
Open from noon to 6 pm,
Thursday to Monday



"BEST ROSÉ" AND "BEST WINERY TO VISIT" WE WILL TRY TO ACT SURPRISED.

Thank you for recognizing our hard work.

The Folktale Sparkling Rosé has been a favorite among members and locals for years, and there's no better place to enjoy it than our charming Provence-style winery in the sunny Carmel Valley.

It's an elegant, bubbly rosé with notes of watermelon, cherry, and florals. Order it online or stop by the winery or the Annex in Carmel-by-the-Sea, and see what the fizz is all about.

BEST OF MONTREY COUNTY 2023



FOLKTALE
WINERY & VINEYARDS

8940 Carmel Valley Road • Carmel
FolktaleWinery.com

These will be replaced with new materials as they get produced

WE KNOW WHAT CAN BE DONE WITH SOME CARE, PATIENCE, AND A LITTLE SUNSHINE.



The Folktale family is honored to support Rancho Cielo.

FOLKTALE
WINERY & VINEYARDS

AWARD WINNING WINES, FOOD, & EVENTS
8940 CARMEL VALLEY ROAD • CARMEL • FOLKTALEWINERY.COM



JUST WHEN YOU THOUGHT THAT THE HOLIDAYS COULDN'T BE MORE MEMORABLE...

Book your event at one of our three unique venues and let us curate a holiday to remember.

EARN A \$100 GIFT CARD for every \$2000 spent on food & beverages.

FOLKTALE
WINERY & VINEYARDS
CARMEL, CALIFORNIA

events@folktalegroup.com • 831 293 7506
Valid on events Nov 1-Jan 31. Must book by 10/31

DOESN'T MAKE YOU WANNA DANCE, THE WINE WILL.



Father's Day, bring off our first annual **WINE MUSIC FESTIVAL** featuring

BRETT DENNEN
DAN CROLL • WOLF JETT • NAT LEFKOFF

Join us in our beautiful Wine Garden for this fun, festival-style event, with exceptional live music, food, and wine. Treat dad with some fun in the sun, if you're lucky, you might get him dancing.

Sunday, June 18th, 4 - 8
(Doors open at 3:45 for Wine Club members)

Get your tickets at FolktaleWinery.com or scan the QR code

FOLKTALE
WINERY & VINEYARDS

8940 Carmel Valley Road • Carmel • 831-293-7500



These will be replaced with new materials as they get produced



CONNECTION GROWS HERE,
SO WE NAMED IT THE GREENHOUSE.

Flexible • Customizable • Expandable • Private or Semi-Private
Reception: 507 • Seated: 30



Greeted by dappled sunlight and afternoon breezes, they wandered through the Wine Garden, eventually finding their way through the string of French doors into The Greenhouse. For a few seconds, maybe a minute, only a few of the guests knew one another. But by the time the appetizers took their places, the twenty strangers were strangers no more. Gathered as they were, family-style, around that never-ending table, conversation flowed like a great Pinot Noir. How could it not? Course after course, the late day glow magically replaced by gently swaying string lights, the evening became a story they re-read time and again.

The Greenhouse

EVENT DINING MENU

AMUSE BOUCHE
Choice of one

- Prosciutto, Canary Melon, Sunflowers (gf)
- Burrata, 25-Year White Balsamic, Toy Box Tomato Confit (v/gf)
- Dungeness Crab Cake Soufflé Charred Lemon Vinaigrette (gf)

SOUP & SALAD
Choice of one

- Sweet Gem Lettuces, Avocado, Radishes, Tomatoes, Chardonnay Emulsion, Aged Gouda, Crushed Seeds (gf)
- Petite Romanne, Radicchio & Endive, Garlic & Almond, Sourdough Bread Crisps, Olive Vinaigrette (vg)
- Belgium Endive, Shaved Pear, Gorgonzola, Crushed Almonds, Creamy Salsa Dressing (v/gf)
- Butternut Squash, Quince & Cumin Bisque with Chili Oil (v/gf)

TIER ONE ENTREES
\$100+ per guest

- Meyer Lemon & Rosemary Roasted Fog Line Chicken Breast with Crispy Skin, Butter & Parsley Potatoes, Braised Artichokes, Pearl Onions, Double Chicken Jus (gf)
- Syrah Braised Prime Short Rib/Triples Cream Potato Purée, Peas & Carrots (gf)
- Spring Onion Crusted Verlasso Salmon, Cauliflower Risotto, Alba Mushrooms, Chardonnay Beurre Blanc (gf)

TIER TWO ENTREES
\$130+ per guest

- Herb Crusted Lamb Rack, Rooted Vegetable Ratatouille, Sauce Robert
- Pan Roasted Pacific Halibut Shellfish Butter, Roasted Alba Mushrooms, Fingerling Potatoes, Spring Beans (gf)
- Pepper Crusted New York Steak, Smoked Bone Marrow Butter, Potato Mille Feuille, Caramelized Cipollini, Truffled Sauce Poivrade (gf)

VEGETARIAN ENTREES
\$95+ per guest

- Wood Fired Cauliflower Steak Carrot Soubis, Salata Verde (vg/gf)
- Goat Cheese Ravioli/Crushed Tomato & Olive Salsa Rustica, Charred Squash, Basil Oil (v)
- Artichoke & Spinach Risotto, Sun-dried Tomato & Pine Nut Tapenade, Pine Nut "Parmesan" (v)

ADD ONS
\$45

- Dayboat Scallops
- Maine Lobster Tail

SWEETS
Choice of one

- Bittersweet Chocolate & Espresso Pavé Mocha Chantilly Cream (v/gf)
- Pippin Apple Crostada Calvados Caramel Sauce, Black Walnuts, Apple Jack Crema (v)
- Butter Cake & Berries Rosé Sabayon, Shaved White Chocolate (v)





Plated dinners include amuse bouche, soup or salad, entrée, & dessert.

Entrée choices are priced at the highest menu item.

IT'S LIKE HAVING A PRIVATE WINE SHOPPER.

Join our wine club and have curated wine selections sent to you.


Here's to better stories
FOLKTALE
~ WINE CLUB ~



START THE WINE CELLAR YOU'VE ALWAYS WANTED.

Join our wine club and get access to new wine releases, event priority, food discounts, and more.

Here's to better stories
FOLKTALE
~ WINE CLUB ~



MORE FUN THAN A BOOK CLUB. AND LESS WORK.

Join our wine club and get access to new wine releases, event priority, food discounts, and more.

Here's to better stories
FOLKTALE
~ WINE CLUB ~



IF YOU DON'T LIKE YOUR FAMILY, YOU CAN BE PART OF OURS.

Join our wine club and enjoy the benefits only family members get.


Here's to better stories
FOLKTALE
~ WINE CLUB ~



WANNA DRINK FOR FREE? NOW WE GOT YOUR ATTENTION.

Wine club members get free tastings. Join us today.


Here's to better stories
FOLKTALE
~ WINE CLUB ~



YOU DON'T HAVE TO BE A CELEBRITY TO BE TREATED LIKE ONE.

Join our wine club and receive benefits, like priority access to events and protection from paparazzi.

Here's to better stories
FOLKTALE
~ WINE CLUB ~





These will be replaced with new materials as they get produced



GRILLED ARTICHOKE WITH LORUS COMUSOL

Lorem ipsum dolor sitt est sed phasellus non nec eget, fringilla necessitatibus varius mus lorem, diam sociis sit, nul ante vitae, mauris viverra a ultricies dapibus enim. Gravida proin nulla libero vel nunc, mus tortor auctor. Arcu volutpat elito fringilla rerit euismod, integer sed ultrices sit.

Hasellus nonnec eget fringilla

Necessitas varius

4 sph. Lorus rem diam socis sitnul

200 ml Vante vitae, mauris viverra

3 tbsp. Herol fresca con literal konto

Grill for 4 minutes on each side



Design is the silent ambassador of your brand

Questions? Contact:
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