

EST. 2017

NORTHERN TERROIR

TAVUSH, ARMENIA

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BRAND COLORS

CMYK 2, 0, 1, 40
HEX Color #959997
RGB Values 148, 152, 150

CMYK 0, 1, 5, 5
HEX Color #F2EFE6
RGB Values 242, 238, 230

CMYK 0, 8, 19, 39
HEX Color #9B8F7D
RGB Values 154, 142, 124

CMYK 0, 15, 28, 61
HEX Color #635447
RGB Values 98, 84, 70

TYPOGRAPHY



Typography is a cornerstone of Northern Terroir’s visual identity. Our brand uses the **TT Norms typeface** to convey a sense of modernity, elegance, and simplicity. It ensures our communication feels sophisticated while staying approachable, reflecting the premium quality of our wines.

Heading Style

Font: TT Norms Bold
Size: ~36–48px (Primary Headings)

Subheading Style

Font: TT Norms Medium
Size: ~24–32px (Subheadings)

Body Text Style

Font: TT Norms Regular
Size: ~16–18px (Body Copy)

Caption/Small Text Style

Font: TT Norms Light or Regular
Size: ~12–14px (Small Text or Captions)

LOGO PLACEMENT & CLEAR SPACE

EST. 2017
NORTHERN
TERROIR
TAVUSH, ARMENIA

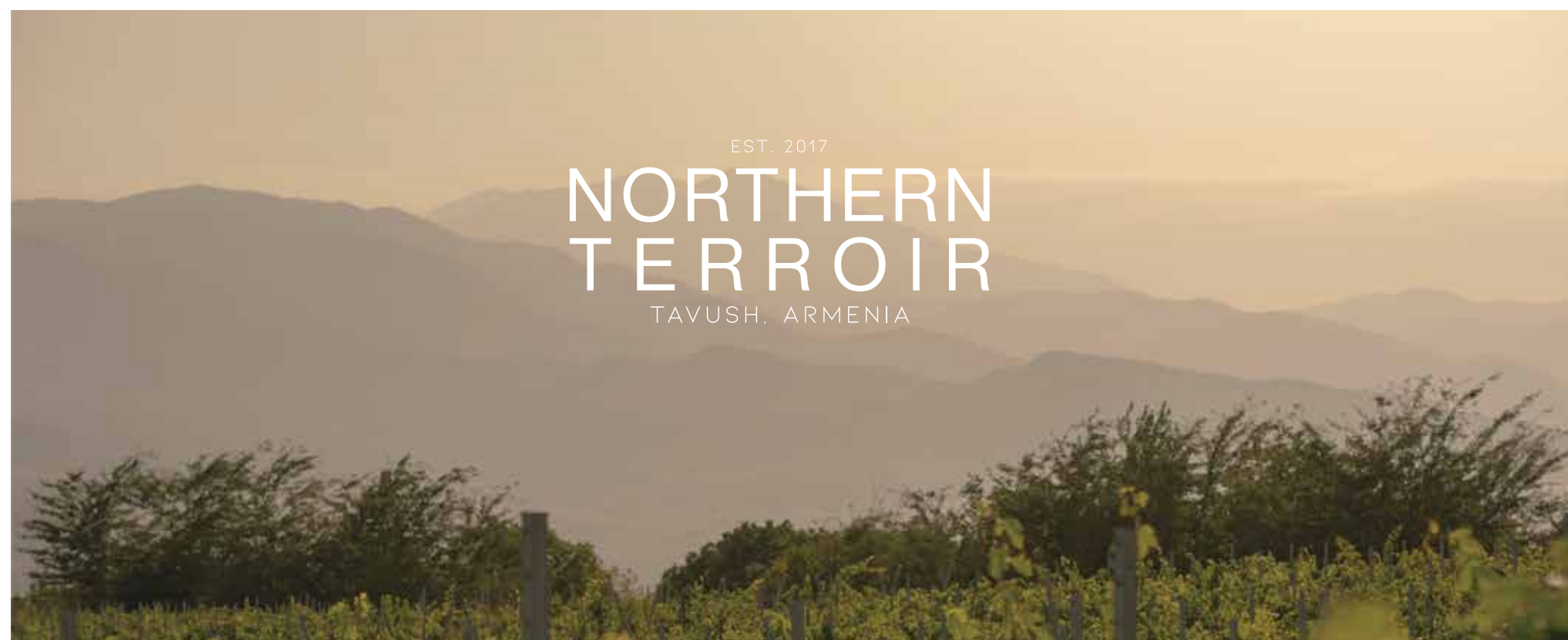
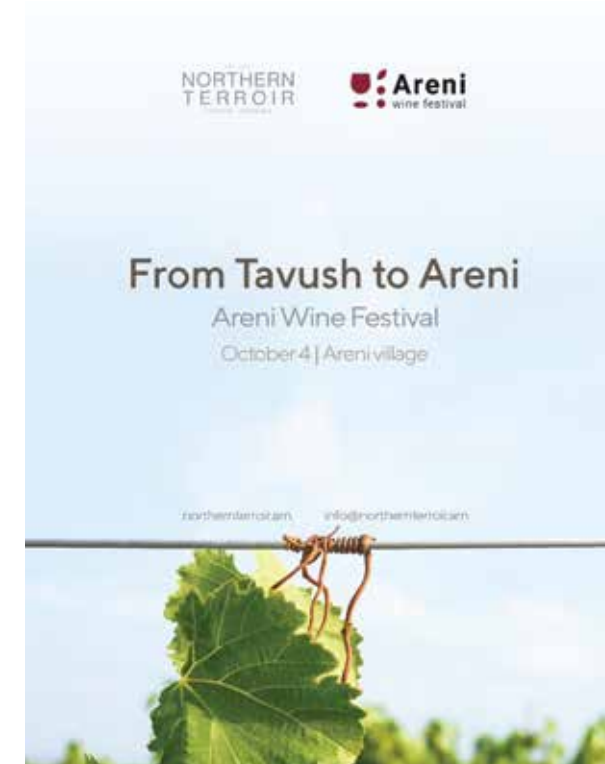
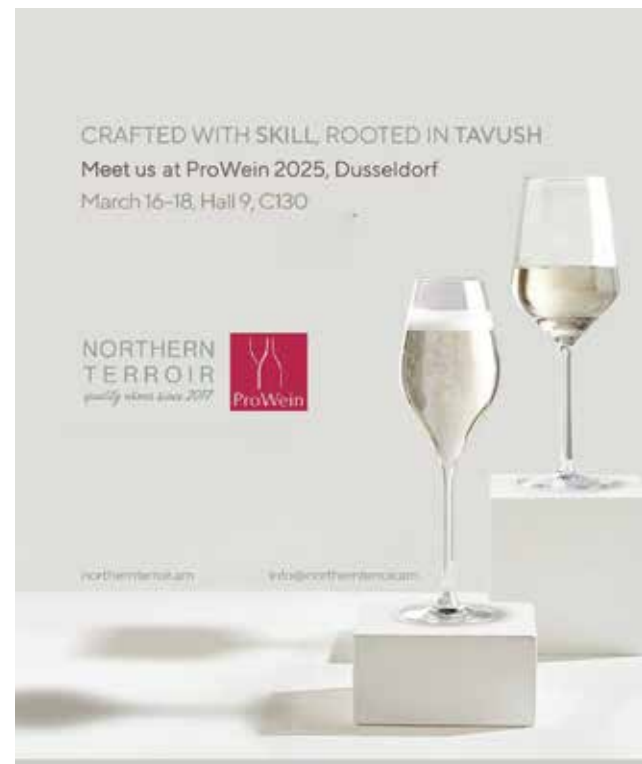


LOGO ON BACKGROUNDS



ALLOWED

- CLEAN, LOW-DETAIL AREAS IN PHOTOS (SKY, BLURRED DEPTH, UNIFORM TEXTURE)
- BRAND COLOR BACKGROUNDS
- NEUTRAL LIGHT BACKGROUNDS



NOT ALLOWED

- HIGH-CONTRAST TEXTURES (GRASS, STONES, LEAVES, WOOD GRAIN, WINE SPLASHES)
- COMPLEX VINEYARD SCENES WITH MANY DETAILS
- PATTERNS, ILLUSTRATIONS, OR NOISY GRAPHICS
- PHOTOGRAPHY WITH STRONG SHADOWS OR MIXED LIGHTING
- BACKGROUNDS THAT MAKE THE LOGO BLEND IN OR LOSE READABILITY



BRAND TONE



- NORTHERN TERROIR SPEAKS WITH A VOICE AS AUTHENTIC AND ROOTED AS ITS VINEYARDS.
- EVERY COMMUNICATION – FROM LABELS TO SOCIAL MEDIA POSTS – REFLECTS THE CARE, CRAFT, AND HISTORY OF OUR LAND.

tone attributes:

WARM: INVITING AND APPROACHABLE, MAKING PEOPLE FEEL CONNECTED TO THE VINEYARD AND ITS STORY.

NATURAL: HONEST, SIMPLE, AND GROUNDED, REFLECTING THE PURITY OF THE TERROIR AND GRAPES.

TRUTHFUL: COMMUNICATES TRANSPARENTLY; AVOIDS EXAGGERATION OR HYPE.

POETIC BUT CLEAR: EVOKES IMAGERY OF THE VINEYARD AND HARVEST, WHILE REMAINING EASY TO UNDERSTAND.

ROOTED IN PLACE & TERROIR: EVERY MESSAGE CARRIES THE ESSENCE OF ARMENIAN SOIL, CLIMATE, AND TRADITION.