

# **Pinot G Style Spectrum™** Style Guide



Version 1.4 - May 2011

The Pinot G Style Spectrum has been developed to assist consumers in understanding the differences in the style of wines labelled Pinot Grigio or Pinot Gris. The Spectrum consists of a 0 to 10 point scale ranging from Crisp to Luscious.

The Pinot G Style Spectrum graphic is made up of the Pinot G Style Spectrum logotype and trademark, the spectrum and slider, the website reference and the Australian Wine Research Institute (AWRI) logo.

The Pinot G Style Spectrum graphic is primarily intended for use on wine bottle labels, on casks or as neck hangers, to communicate wine style directly to consumers. It can also be used on marketing materials such as brochures, cartons, items of clothing, posters, web sites and in advertising.

The Pinot G Style Spectrum graphic may only be used by companies that have executed a licence agreement with the AWRI or have otherwise obtained written permission from the AWRI.

Colours, minimum size and clearspace margins are specified in this Style Guide.

The Pinot G Style Spectrum is a specially-drawn master artwork and must not be typeset, traced, respaced, or redrawn in any form by either manual or electronic methods.

The master artwork is supplied to users by the AWRI once a licence agreement has been completed. Only artwork supplied directly by the AWRI may be used on labels, packaging or promotional materials.

Always use the electronic master artwork. The proportions, spacing and relative positioning of the Pinot G Style Spectrum must remain consistent.

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## Pinot G Style Spectrum™



The Pinot G Style Spectrum graphic is made up of the Pinot G Style Spectrum logotype and trademark, the spectrum and slider, the website reference and the Australian Wine Research Institute (AWRI) logo.

The position of the slider within the Spectrum graphic is used to indicate a particular wine's style, based on its classification by the AWRI.

Specifically, the centre of the slider is used to indicate wine style ratings in 0.5 point increments between 0 (Crisp) and 10 (Luscious).

Seventeen different versions of the master artwork have been produced, to cover all possible wine style ratings between 0 and 10. These versions are shown on pages 1.10 and 1.11.

When a wine is classified by the AWRI, the Spectrum graphic that corresponds to that wine's style classification is provided for inclusion on the wine label. Only the specific version of the graphic provided can be used for that wine.

Users must not supply the Pinot G Style Spectrum graphic to any other entities, except as is necessary for the preparation of their own labels, packaging or promotional materials.

On wine labels, the Pinot G Style Spectrum graphic must incorporate the slider in the correct position to indicate the wine's style, as determined by the AWRI.

However, in all applications apart from wine labels (e.g. brochures, promotional items, cartons etc.), a version of the Pinot G Style Spectrum graphic without the slider may be used. See page 1.09 for more details.

## Pinot G Style Spectrum™



When a wine is submitted to the AWRI for classification on the Pinot G Style Spectrum, the submitter receives both a numerical rating (e.g. 6.0) and the corresponding Style Spectrum graphic.

Only the Pinot G Style Spectrum graphic and not the numerical rating should be used on packaging, as the graphic is intended as a visual prompt for consumers as to wine style. Any implication that the numerical rating is an absolute measure should be avoided.

In situations where numerical ratings are used, for example in brochures or when comparing multiple wines, care must be taken to avoid any implication that the Pinot G Style Spectrum is a rating of quality.

Examples of appropriate wording to describe a wine's numerical score include: 'this wine has been rated at x.x on the Pinot G Style Spectrum' or 'this wine was rated at x.x on the ten-point Pinot G Style Spectrum scale.'

Written approaches to be avoided include: 'this wine has received a score of x.x on the Pinot G Style Spectrum' or 'this was rated x.x out of ten on the Pinot G Style Spectrum scale.'

The minimum size requirement for the artwork is 42 mm wide. The master artwork is difficult to reproduce accurately if reduced below this width due to the hairlines in the AWRI logo. Individual trapping must be applied to each application.

The Pinot G Style Spectrum minimum clearspace recommendation is based on the cap height of the Pinot G logotype. This area and the graphic itself must, in all applications, remain free of other typography, graphics, mandatories or barcodes to ensure legibility and visual consistency.

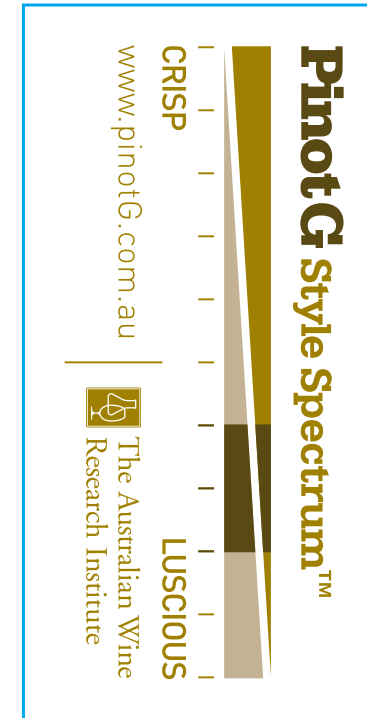
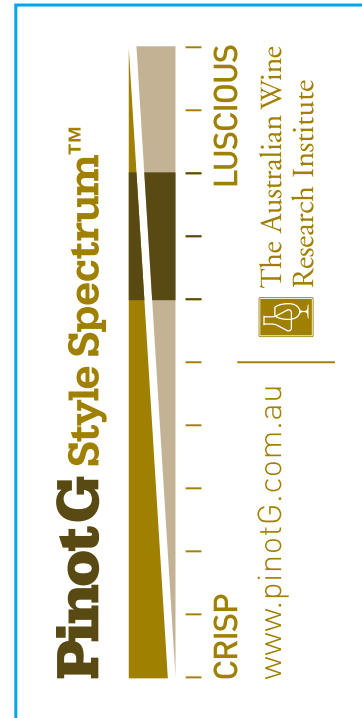


This is intended to show the actual minimum size (42mm) when printed on A4 paper, however the performance of individual printers may vary.

The Pinot G Style Spectrum artwork may be reproduced in either a horizontal or vertical orientation, but not upside down.

Subject to the relevant labelling laws, it can form part of a wine bottle's main label or can be affixed as a stand alone label.

It may also be positioned anywhere on a bottle or cask, except on the base.

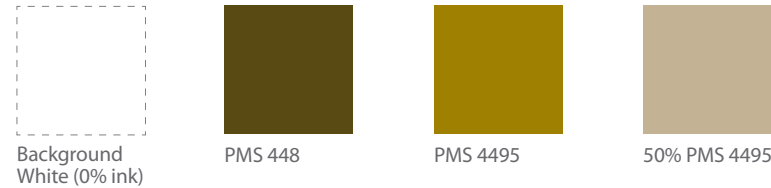


The Pinot G Style Spectrum was initially developed in three colourways:

1. Light with White Background
2. Light with Beige Background
3. Dark with Black Background

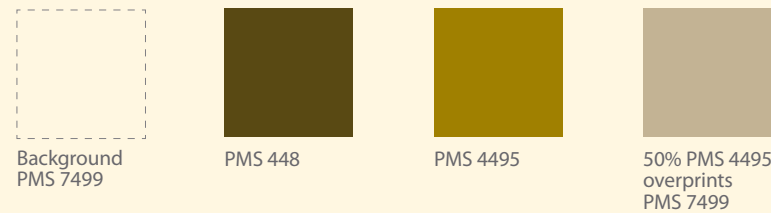
These colourways are consistent with the colouring of the Pinot G Style Spectrum website ([www.PinotG.com.au](http://www.PinotG.com.au)).

The colours for these colourways are reproduced in the swatches specified on this page.

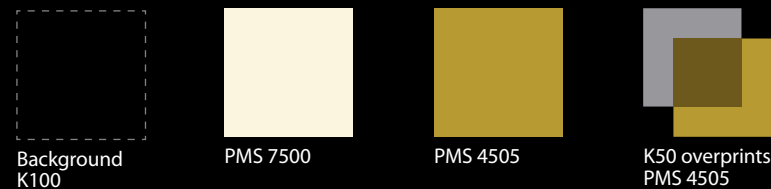


Note that the lighter underside of the Spectrum is a 50% stipple of PMS 4495.

For Light with Beige Backgrounds the 50% stipple overprints the PMS 7499 Background as shown.



Note that the lighter underside of the Spectrum is reproduced by overprinting a 50% stipple of Black over PMS 4505.



The Pinot G Style Spectrum label graphic was initially developed in three core colourways (as shown on page 1.05). It may now be produced in any colours, subject to the following specifications.

If one of the core colourways is not used, the colours chosen for the graphic must come from colours already present on the label. This will look better from a visual point of view and will also help to minimise production costs. Details on how the colours may be used are set out on the next two pages and depend on whether the label has a light or dark background.

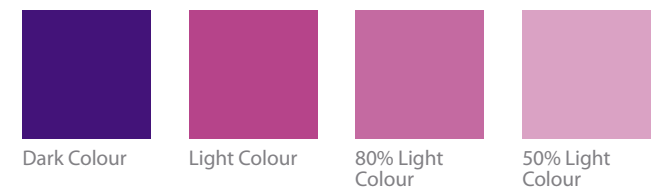
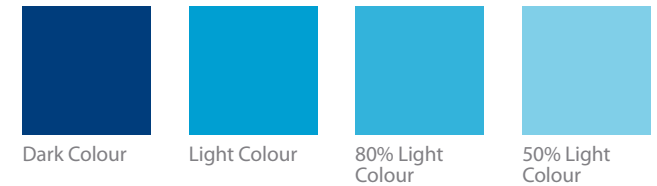
For labels with light-coloured background, select a dark and light colour from the label. The darker colour selected is used at 100% on the words 'Pinot G', 'Crisp' and 'Luscious'. The dark colour also appears on the slider and the scale increments directly beneath it.

The lighter colour is used at 100% on the words 'Style Spectrum', the topside of the scale, the PinotG web address and the AWRI identity.

An 80% stipple of this colour is used to create the rest of the indicating increments on the scale.

A 50% stipple of this colour is used to create the lighter underside of the spectrum.

This page demonstrates two colour examples. These are not real labels.

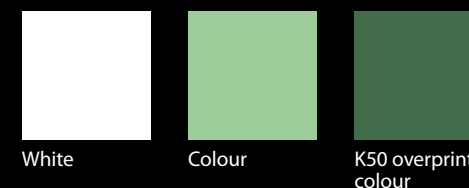


For labels with dark backgrounds, white, or the lightest colour on the label, should be used for the words 'Pinot G', the slider, and the increments directly under the slider.

There are then two options for the colours used in the graphic:

1. Select a key colour from the label. This colour is used at 100% to create the darker underside of the scale. A 50% stipple of this colour is used for the words 'Style Spectrum', 'Crisp' and 'Luscious', the topside of the scale, the PinotG web address and the AWRI logo. The 50% stipple is also used to create the rest of the indicating increments on the scale.

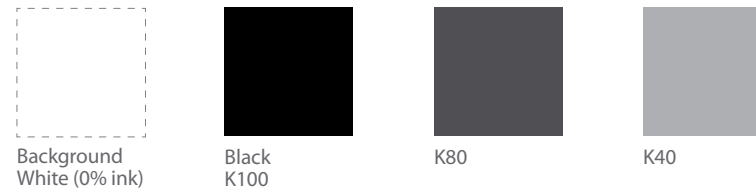
2. Select a key colour from the label. This colour is used at 100% for the topside of the scale as well as the words 'Style Spectrum', 'Crisp' and 'Luscious', the PinotG web address, the AWRI logo and the rest of the indicating increments on the scale. The darker underside of the scale is created using a 50% stipple of black over the key colour.



The Pinot G Style Spectrum may also be produced using black, white and greyscale, with the following 3 options:

1. Greyscale with white background
2. Greyscale with grey background
3. Greyscale with black background

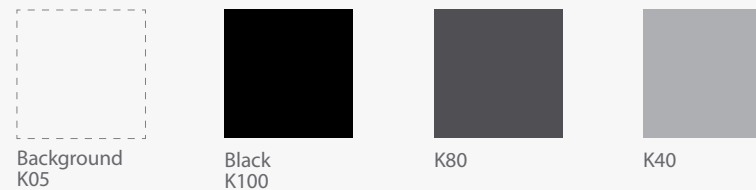
The requirements for these 3 greyscale options are reproduced in the swatches specified on this page.



For both the white and grey background versions, black (K100) should be used for the words 'Pinot G', the slider, and the increments directly under the slider.

K80 should be used for the words 'Style Spectrum', 'Crisp' and 'Luscious', the topside of the scale, the PinotG web address, the AWRI logo and the rest of the indicating increments on the scale.

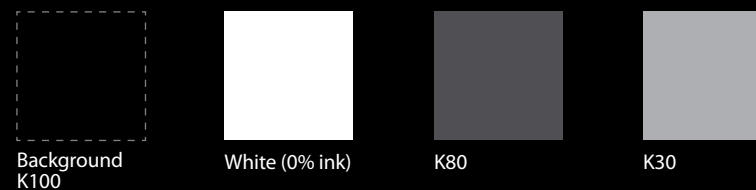
K40 should be used for the underside of the scale.



For the black background version, white should be used for the words 'Pinot G', the slider, and the increments directly under the slider.

K30 should be used for the words 'Style Spectrum', 'Crisp' and 'Luscious', the topside of the scale, the PinotG web address, the AWRI logo and the rest of the indicating increments on the scale.

K80 should be used for the underside of the scale.



In situations where the Pinot G Style Spectrum is being referred to in a general sense, rather than as relating to a particular wine, a generic version of the Spectrum graphic (without the slider) should be used.

Examples of such situations might include cartons used for more than one vintage, brochures, or promotional items such as hats, aprons or t-shirts.

Generic versions of the Pinot G Style Spectrum graphic must abide by all of the specifications set out in this guide, including colours, minimum size, orientation and clearspace margins.

Additionally, a pure black and white version of the Spectrum graphic has been developed specifically for generic uses. The pure black and white graphic may only be used without the slider and must not be used on wine bottles or casks.

Two examples of generic Spectrum graphics (light colourway on white background and pure black and white) are included on this page.

## Pinot G Style Spectrum™



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The Pinot G Style Spectrum graphic represents wine style ratings in 0.5 point increments between 0 (Crisp) and 10 (Luscious), shown by the position of the centre of the slider.

The Master Artwork Grid is shown here in the Light with Beige Background colourway.

Seventeen different versions of the master artwork are shown, representing all possible positions of the slider, based on 0.5 point increments.

Note that a single position of the slider is used to represent levels of 0.0, 0.5 and 1.0 (at the left hand end of the Spectrum) and a single position of the slider is used to represent levels of 9.0, 9.5 and 10.0 (at the right hand end of the Spectrum).



Light with Beige Background Level 7



PinotG\_Spectrum\_Light\_Level\_07.ai

Level 9.0, 9.5 and 10.0



PinotG\_Spectrum\_Light\_Level\_09.ai

Level 7.5



PinotG\_Spectrum\_Light\_Level\_07\_5.ai

Level 8



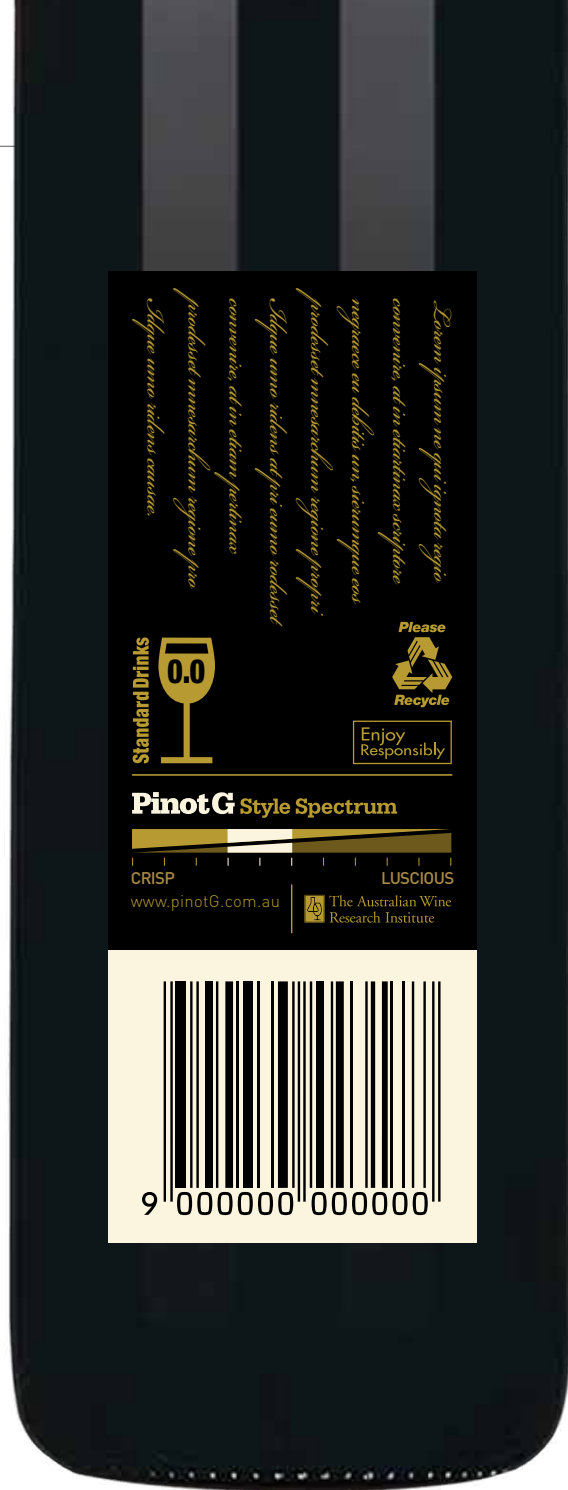
PinotG\_Spectrum\_Light\_Level\_08.ai

Level 8.5



PinotG\_Spectrum\_Light\_Level\_08\_5.ai

These two illustrations provide examples of different ways the Pinot G Style Spectrum graphic can be incorporated into wine bottle labels.





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