



VLISS

BRAND GUIDELINES





BRAND OVERVIEW

OUR VISION
You'll join for the wine, and stay for the people.

To become the premium, global wine club experience, with a focus on community, empowerment and fun. Sit back, relax, pour yourself a glass and join us on our wine adventures!

OUR PURPOSE
To give people a place to belong in the world of wine.

To enable people to enjoy and learn about wine without judgment, as well as offering rewards and adventure to those who choose to pursue it.

We stand by
OUR VALUES

- **Connection**
Be part of something bigger than yourself.
 - **Personal Growth**
Live your best life.
 - **Magical**
From opening the box to the very last drop.
 - **Family**
whether it's the one you made yourself, the one you chose, or the one you gain with us.
 - **Empowerment**
We believe our members are capable of greatness.
 - **Giving back**
It's not about what you have, it's about what you can give.
-

OUR PERSONALITY
Get to know us. We think you'll like us!

- **Optimistic**
We're a 'glass half-full' type of club.
 - **Playful**
Fun, but never forced.
 - **Grateful**
Our members are our family, and we let them know.
-

OUR VOICE
Kind of like your fairy godmother. Bippity boppity boo!

- Encouraging
- Sincere
- Authentic

WE ARE #WINEGOALS

DELIGHTFULLY
TASTEFUL,
WITH A HINT
OF MAGIC.

Welcome to the only wine club experience that puts your satisfaction above all else.

Whether it's the first sip of a new varietal discovery or the excitement of splurging your first commissions check, it's all about you.

Our commitment is to ensure that every time you see Vliss on your doorstep, we keep you smiling, right until the last drop.

"INVENTION
IS THE
MOTHER OF
NECESSITY."

Founded in 2019, Vliss was the vision of LA based entrepreneur and model, Bryiana Dyrdek. Having joined several wine clubs, Bree never really felt at 'home'. Either the wines didn't quite hit the spot, or the experience left something to be desired. You see, Bree was keen to learn about wine - and share it with the ones she loved. Some had education, but felt snooty. Some had great service, but bad wine.

Inspired, Bryiana identified a gap in the wine club market. An opportunity for great people to experience great wines - and feel totally welcome!

In addition to her passion for wine, Bree cares deeply about empowerment, and helping others take back control of their finances.

What if our members could be rewarded for sharing their joy?

Having been successful in several similar ventures, Bree teamed up with Kevin Raulston, an expert in the Affiliate Marketing space. Kevin was able to bring a wealth of experience to the table.

Understanding the industry was crucial in order to have the maximum impact possible, and with a sprinkle of magic dust, Vliss was born.



VLISS

COMBINATION MARK

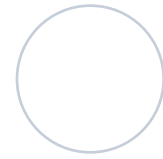


EMBLEM

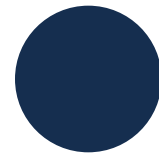
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WORDMARK

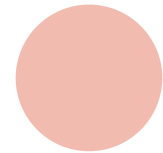
IDENTITY ELEMENTS - COLOR PALETTE



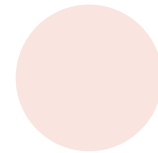
WHITE | #FFFFFF



LOGO BLUE | #152E4F



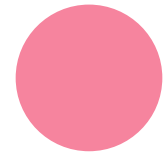
APRICOT | #F0BAB0



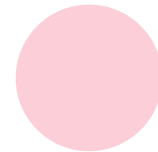
SOFT PEACH | #F7E1DA



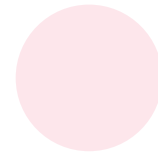
DAYBREAK | #FDF5F3



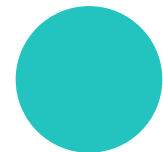
PASTEL PINK | #F3839E



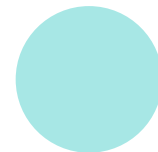
PLUM | #FACCD3



ROSE | #FDE4E7



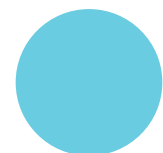
OCEAN TEAL | #33BEBB



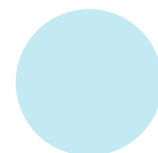
MEDIUM TEAL | #B6E1E0



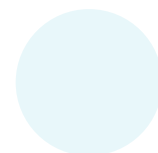
PALE TEAL | #D9EFEE



BRIGHT SKY | #6ACCE0



POWDER BLUE | #C5E8F0



FROST | #E8F5F8

DARK GRAY | #313131



MEDIUM GRAY | #807C7B

IDENTITY ELEMENTS - TEXTURES

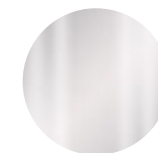
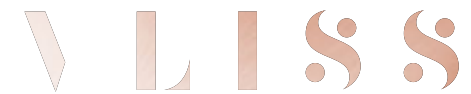
Metallic textures will support the color palette and will be used as accents for important text, patterns and embossed foil printing on labels.



GOLD



ROSE GOLD



SILVER



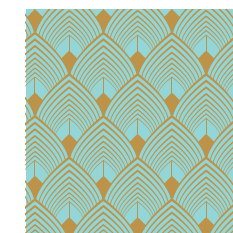
A mix of geometric and natural supplementary patterns and textures will be used in conjunction with the brand colors to evoke feelings of elegance, nature and class.



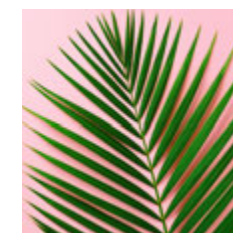
FLORAL PATTERN



METALLIC GEOMETRIC



ART DECO



NATURAL

A a

BELLA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
?!&@%0 1 0123456789

REGULAR

A a

NUNITO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
?!&@%0 1 0123456789

LIGHT

A a

Marcelly

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
?!&@%0 1 0123456789

Highlight text.

HIGHLIGHTS: MARCELLY

HEADER : NUNITO LIGHT 300PT TEXT SPACING

HEADERS AND BODY COPY
WILL LOOK LIKE THIS.

Estoruptas di imporib erepudi tiusti arit officatus, ni officietur arupta aut prorume pratia nos moditem. Et ma sit unto quas etum et audia non cusam roroid ut voluptae lam fugit iusdae. Nequia volupta quamus sandem. Torempo ea vent esequodis ma vollabo rescisist endi volendi officid essumet quam utem rem qui te nobis pa sequia con nemoluptur, eum

PARAGRAPH : NUNITO LIGHT

Estoruptas di imporib erepudi tiusti arit officatus, ni officietur arupta aut prorume pratia nos moditem. Et ma sit unto quas etum et audia non cusam roroid ut voluptae lam fugit iusdae. Nequia volupta quamus sandem. Torempo ea vent esequodis ma vollabo rescisist endi volendi officid essumet quam utem rem qui te nobis pa sequia con nemoluptur, eumVid eum est, sumquo earum am,

FOOTNOTE : NUNITO LIGHT

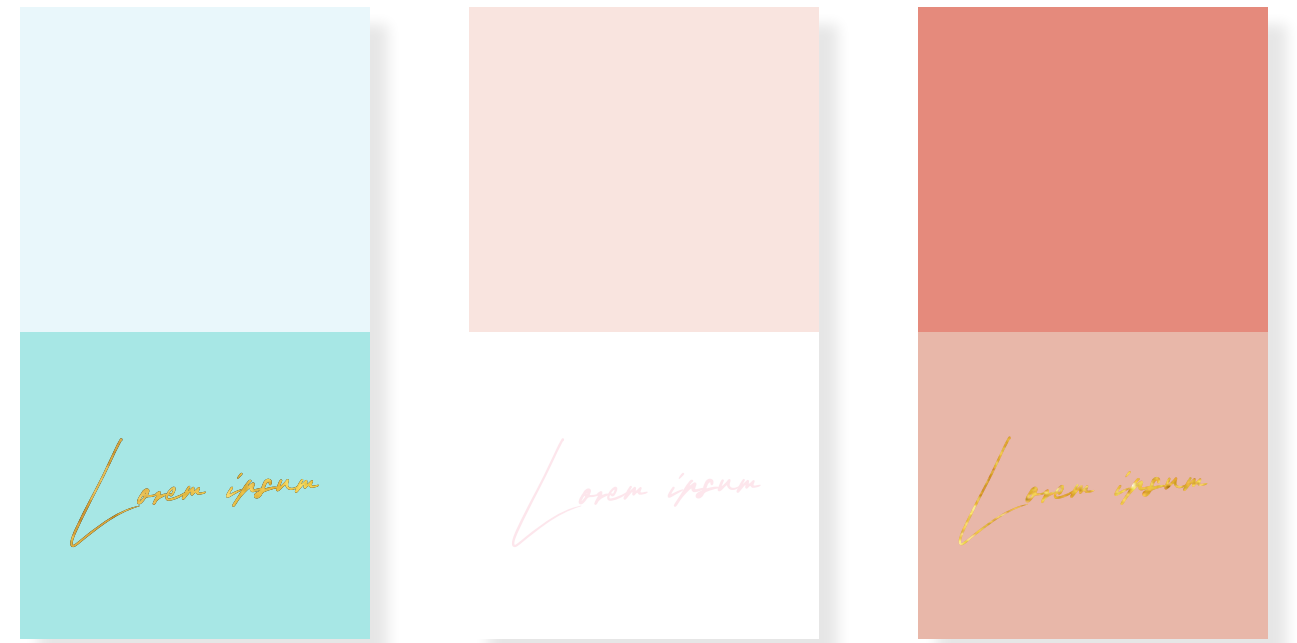


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IDENTITY ELEMENTS - COLOR VARIATIONS



IDENTITY ELEMENTS - COLOR COMBINATIONS



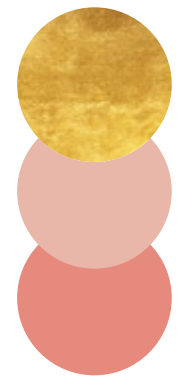
WHITE WINE



ROSÉ WINE



RED WINE



IDENTITY ELEMENTS - PHOTOGRAPHY

VLISS: IT'S A VIBE

The imagery used in any marketing materials (digital or print) should represent the diverse and vibrant nature of the company. The core values of connection and empowerment.

Photography should represent all ages and races and feel aspirational to both potential and existing members. Models should not look directly at the camera. All photography should be run through appropriate Light and Airy Adobe Lightroom features.



IDENTITY ELEMENTS - PHOTOGRAPHY



THE BRAND IN ACTION - THE WINE



THE BRAND IN ACTION - THE WINE




THE BRAND IN ACTION - THE WINE



VLISS

THE HUMMINGBIRD

PINOT NOIR, CALIFORNIA, 2014



Fresh, fruity, and aromatic...the perfect opener for a delicious dinner.

Here's a special treat. It's not often that we're able to source wines from past vintages, but this Pinot Noir from 2014 has developed beautifully in the bottle over the past five years.

The Monterey region is directly on California's Pacific coast, cooled by the ocean breezes and morning fog. This helps the grapes maintain their acidity and balance when vinified.

Light Bold

Dry Sweet



Acidity

Perfect for: A quiet night in for two

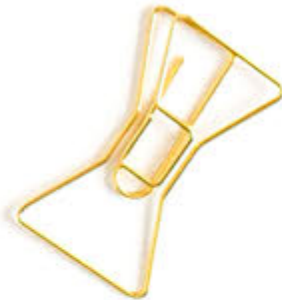
Perfect Pairing

Pork Roast with Sausage, Fruit and Nut Stuffing

Pork and fruit is a classic pairing around the world, but this dish gets a particularly Catalan flavor from the combination of dried fruit and butifarra (a Catalan cured pork sausage) in the stuffing.



Scan this QR Code for your Perfect Pairing recipe!







BRANDED EXTRAS



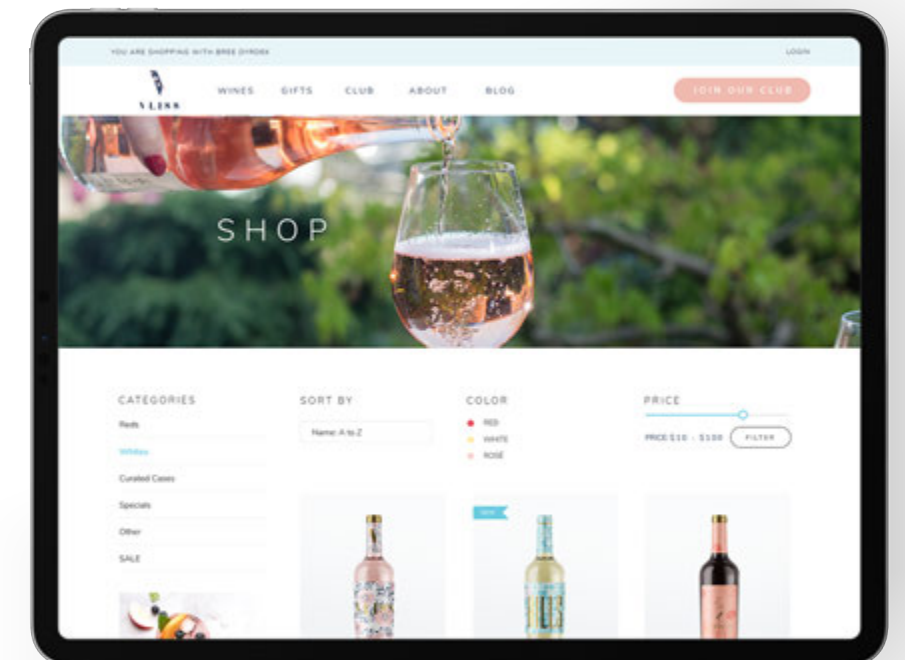
BRANDED EXTRAS





THE FULL 360° WEB EXPERIENCE

The VliSS landscape is one full of possibilities and the web experience needs to reflect this. The corporate site illuminates the overall philosophy of the company - both the products and the opportunity. The site must have a simple e-commerce flow, as well as a seamless join process. The key will be to have common threads and themes throughout the pages, but also allowing each category to have their own identity. This will be communicated through clear categorization, imagery, colors and targeted, coherent messaging.



Welcome to pure

V L I S S



V L I S S