



OSOYOOS

L A R O S E

GRAPHIC CHARTER

2025

# Elements of the Graphic Charter

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I — Introduction



OSOYOOS  
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*Blazon*

« Argent, a creature or on a pall azure »

## I — Introduction

The OSOYOOS LAROSE logo brings together a coat of arms and a bespoke piece of lettering, both custom-created.

Designing a coat of arms for Osoyoos Larose draws on notions of time — between history and modernity — and of space, with the aim of highlighting the distinctive character of the estate and its wines.

Raw, grand nature; the power of the elements; and human mastery come together to suggest the identity of an exceptional place where unique wines are born, symbolized by a fabulous animal: at once the embodiment of the singular union of the elements earth, air, water and fire, and the fruit of the alliance between the vines and wild nature.

The coat of arms expresses these fundamental ideas while implicitly conveying the property's philosophy: recognition of the place, and stewardship that is both respectful of its singularity and mindful of its long-term future.

The lettering of the title is customized to make it unique. Memorable through its balance, it foregrounds the composition of the name itself, set on two lines of equal length and in a proportion that underscores the primacy of the place.

The whole conveys an elegant, historic quality that lends stature and legitimacy.

The motto in the scroll, *For The Land*, highlights the property's singularity in essence and approach: here, studying and respecting the specifics of the terroir is central, and each wine is a true expression of the place.

The logo may be resized, but only proportionally. It must always appear in its original color or in its approved variants. It may not be redrawn. In the title, neither the letter-spacing nor the typeface may be altered. The logo as a whole must carry no background and no frame.

## II — Logo Block

### General principles

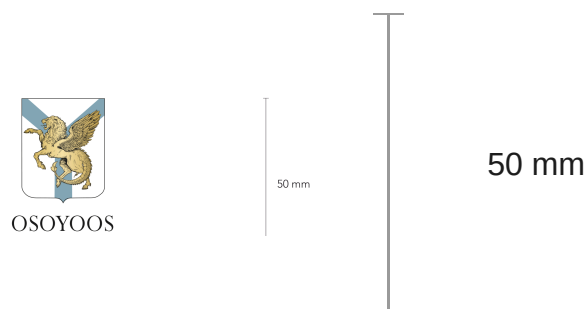
The OSOYOOS LAROSE logo block is set in a specific height-to-width ratio. This ratio is fixed. All elements of the logo are used together in every case, except where space is too small.

### Size reduction

Any reduction must be uniform and proportional. Under no circumstances may the complete logo block be reduced below **65 mm in height**.



Below 65 mm in height, the external elements and the motto must be removed to keep only the shield. This reduced arrangement must then measure at least **50 mm in height**.

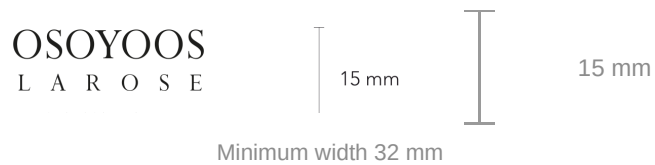


## II — Logo Block (continued)

### Reduced format

Below 50 mm in height, the legibility of the elements is compromised. In very tight spaces, the logo may take a specific form in which only the title remains — the "Reduced format."

Under no circumstances may this form be smaller than **15 mm in height (and 32 mm in width)**.



### Composition and placement

The logo block is centered both vertically and horizontally. Whatever the space it appears in, the whole must be centered within the allotted area, in both height and width.



## II — Logo Block (end)

### Composition and placement (continued)

Breathing margins must be reserved all around the logo. They define a minimum surrounding clear space equal to **one fifth (1/5) of the logo's height**.

13 mm

Example: if the logo is 65 mm tall, the clear space must be 13 mm.



13 mm

### III — Color References

In its original form, the complete logo is White, Blue, Gold, Green, Red and Black, distributed between the coat of arms and the title and, within the coat of arms, between the shield and the external ornaments.

Within the shield, the fabulous creature is gold (*or*): a gradient simulates the precious sheen of the metal. The white of the field (*argent* in heraldry) evokes the light of the setting. The blue (*azure*) is inspired by the sky, ever-present in the open landscape; slightly grey, it harmonizes with the muted tones of sagebrush, emblematic of this region of Canada and very present at the estate. Rare but classic, the Y-shape (*pall* in heraldry) represents the geographical form of the narrowing of the waters that occurs here, from which the property takes its name (OSOYOOS).

The external ornaments are colored naturally: the grey-green of the sage and the intense red of the rose.

The Black of the scroll, motto and title is always dense, at the fullest strength of the shade.



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### III — Color References (continued)

#### CMYK (Quadri) logo

**Black**

C0 · M0 · Y0 · K100

**Gold · linear gradient**

Base C12 · M18 · Y65 · K0

Grad: C18/5/20 · M27/10/30 · Y75/42/76  
· K4/0/7

**Red**

C0 · M100 · Y95 · K0

**Blue-grey**

C53 · M23 · Y24 · K4

**Sage green**

C39 · M18 · Y34 · K0

#### Pantone logo

**Black**

Basic Colors Black C / U

**Gold**

Metallic Basic 871 C / U  
or Premium Metallics 10127 C

**Red**

Basic Colors 185 C / U

**Blue-grey**

Basic Colors 2206 C / U

**Sage green**

Basic Colors 442 C / U

### III — Color References (end)

#### One-color (Black) logo

Black 100% · or Pantone Basic Colors Black C / U · or Colorit Trans 812.

#### "Mixed" logo

Printing methods may be combined. The Black may be printed as hot foil or as ink (CMYK or Pantone), and the gold printed as gilding/foil.

The various possible variants are gathered in the logo mock-up file supplied alongside this charter.

**Black:** 100% · Pantone Black C/U · Colorit Trans 812

**Gold:** Luxor 428 · linear gradient · CMYK · Pantone

**Red / Blue-grey / Sage green:** CMYK or Pantone

## IV — Typography

### Logo typography

The lettering of "OSOYOOS LAROSE — Okanagan Valley" is a unique creation combining historicity, elegance and balance. The antique typeface chosen for the motto reinforces its timeless character.

As the primary companion typeface, **PERPETUA** is recommended. Graceful and classic, it is in perfect harmony with the estate's name, since it served as the basis for the name's composition.

For a more modern, pared-down feel, the **AVENIR** typeface — clean and sans-serif — may be used.

### Recommended companion typeface(s)

#### *Titles and text*

Perpetua (Regular)

*Perpetua (Italic OSF)*

**Perpetua (Bold OSF)**

***Perpetua (Bold Italic OSF)***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

#### *Text*

Avenir (Roman) *Avenir (Oblique)*

Avenir (Light) Avenir (Medium)

**Avenir (Heavy)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## V — Color Variations

### Monochrome version (Black)

As classical heraldry allows and in keeping with its conventions, a Black (monochrome) variant of the coat of arms is included in the study and in this charter.

It lets the logo be reproduced in Black while retaining the color information of its argent and azure fields: argent (white) is simulated by the absence of color, and azure (blue) is indicated by horizontal lines.

This version is subject in every respect to the same principles as the color version.



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## V — Color Variations · General Rules (continued)

### Dark backgrounds

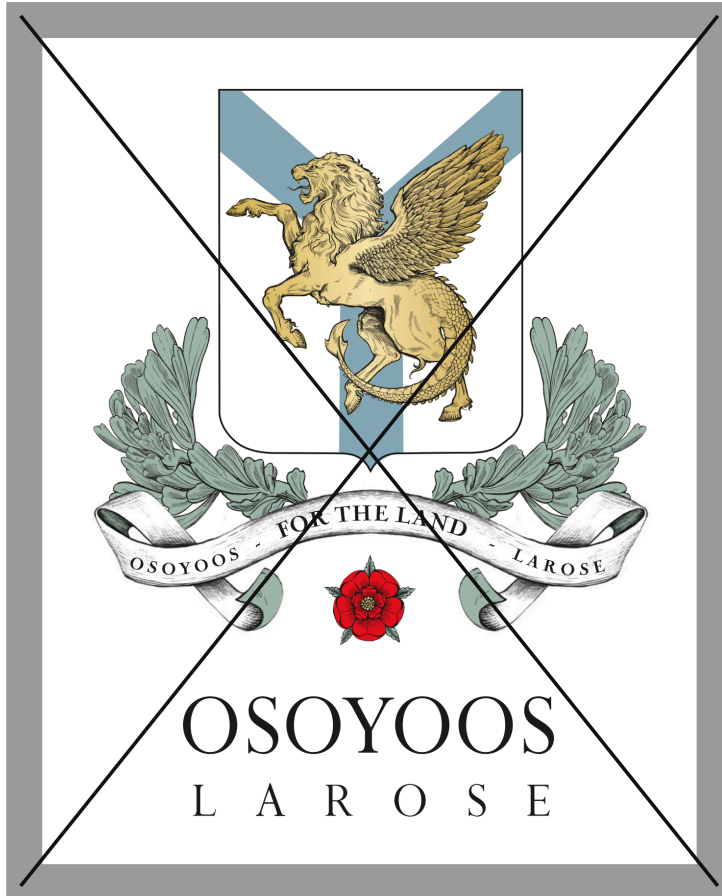
On very dark or black backgrounds, the title is rendered in white.



## V — Color Variations · Prohibitions

The logo block must not be rendered in any colors other than those defined at its creation, or in the monochrome (Black) version.

The logo block must not be paired with a frame.



## VI — Special Printing

Within a packaging and stationery variant, the logo may be treated in embossed (relief) form.

A specific version of the artwork is then used, created for producing the tooling needed for relief printing and requiring much heavier, more accentuated lines.



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## VI — Special Printing (continued)

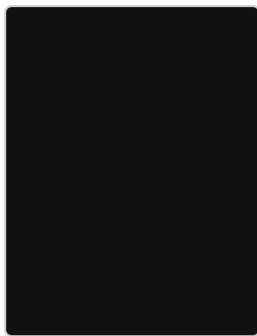
### Logo with hot-stamping foils

The creature may be embossed with the gold foil **Luxor 428**, and the main title "OSOYOOS LAROSE" with the black foil **Colorit Trans 812**.

If the title is white, a glossy transparent hot foil may be applied to enhance the relief and shimmer (reference **Kürz Colorit 949**).

### CMYK or Pantone logo

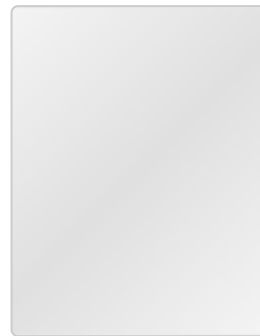
In a CMYK or Pantone context, the same elements may be embossed — either blind (dry) or with the transparent hot foil. Depending on the substrate, a matte or gloss acrylic varnish may be chosen.



Colorit Trans 812



Luxor 428



Colorit 949

## Addendum

### Mixed color-and-black version

Departing partly from heraldic conventions, a mixed version combining the colored shield with black-and-white (uncolored) ornaments is added to this charter. It is reserved for various uses to be decided by the property.

This version is subject in every respect to the same principles as the color and monochrome versions.



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