



# BRAND STANDARDS

## THE NAME

Qualia Wines

Qualia (/ˈkwɑːliə/): is a Latin philosophy term used to refer to our individual experiences of the world around us – the sensations of sight, smell, touch, and taste. At Qualia Wines this begins in the vineyards, evolves at our urban winery, and ends in the glass – where we each understand our own Qualia.

- Please note the following:
  - The name should always include 'Wines'
  - Depending on the context it can also include, Qualia & Pavo Wines

## WINE NAMES

The names of our wines should be reference in the following order:

- Vintage, Varietal (always capitalized)
  - E.g. 2009 Qualia Syrah Grenache Blend

## OUR TEAM

- Nancy Kivelson & Tom Angstadt, Vineyard Proprietors
- Jordan Kivelstadt, Winemaker
- Alexander Pomerantz, Sales and Marketing Manager

## OUR STORY

In 2005, Nancy Kivelson and Tom Angstadt discovered the property that became the Kivelstadt Vineyard, a steeply sloped and rocky estate outside of Glen Ellen that has been organically farmed since its planting in 1997. The couple and their winemaking son, Jordan Kivelstadt, produce boutique old world styled wines that speak of their terroir. Before the 2011 Harvest, Qualia Wines moved their winemaking operation into an urban winery located in the Dogpatch neighborhood of San Francisco. Qualia Wines is now officially, 'Country Grown + Urban Crafted.'

## OUR POINTS

- Qualia (/ˈkwɑːliə/): is a Latin philosophy term used to refer to our individual experiences of the world around us – the sensations of sight, smell, touch, and taste. At Qualia Wines this begins in the vineyards, evolves at our urban winery, and ends in the glass – where we each understand our own Qualia.
- Qualia Wines produces boutique wines with a focus on old world wine making and food friendly wines.
- Best known for classic Rhone style red wines and aspiration to continuously push the envelope and stay ahead of the curve in winemaking.
- Before the 2011 Harvest, Qualia moved the winemaking operation into an urban winery located in the Dogpatch neighborhood of San Francisco.
- Qualia Wines is now officially, "Country Grown. Urban Crafted."
- [qualiawines.com](http://qualiawines.com) + @QualiaWines // Facebook-Twitter-Flickr-YouTube

## DETAILS

Whenever possible, we encourage the use of the following for brand consistency:

- Font: Mrs. Eaves
- Colors: Red: Pantone 1807 -CMYK: 0/100/96/28  
Green: Pantone 371 - CMYK: 43/0/100/56  
Putty: Pantone 410 - CMYK: 0/18/21/56
- Our logo and label jpgs are available upon request and can also be downloaded on flickr: <http://is.gd/8zydix>

[@QUALIAWINES](http://QUALIAWINES.COM)

Sonoma Vineyard - 2900 Wild Turkey Run Santa Rosa, CA 95404

Urban Winery - 2455 Third Street San Francisco, CA 94107

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