

Structure & Form

Brand Book

A guide for building and growing a consistent brand



Introduction

A brand is more than a logo, a label, or a website. It's the lasting impression your wine leaves behind. It shapes how buyers perceive its quality, how sommeliers tell its story, and how guests remember it long after the final glass.

A strong brand brings clarity and consistency, ensuring every detail, from the bottle to the tasting room, reflects the same story. Over time, that consistency builds trust. Trust builds reputation. Reputation builds demand.

How to Use This Book

Think of this as your decision-making guide.

As the winery grows, you will face constant choices, both big and small.

What should the label look like?

Should we accept this distribution opportunity?

What do we share online?

Does this event reflect who we are?

Should we expand the range?

When you are unsure, return to this document. The roadmap for your brand.

If a decision supports the vision outlined here, it strengthens the brand. If it doesn't align, then it runs the risk of weakening the brand.

Use this book to stay focused and build consistency over time.

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The Name

In art, form is the visible structure of a work. The decisions a maker takes about shape, line, and composition gives an idea its physical presence.

In wine, structure is the same thing. The acidity, the tannin, the weight and length that hold a wine together give it life beyond the glass.

Structure and Form is where these two ideas meet. It is a name that belongs equally to the cellar and the studio, and a reminder that making something well, whether it is a painting or a Chenin Blanc, is always a question of discipline, restraint, and the relationship between the parts.

The Foundation

Who We Are

Structure & Form is a boutique, organically farmed winery in Stellenbosch, focused on Chenin Blanc and Cabernet Franc.

Winemaking is both an art and a science. At Structure & Form we lean confidently into the creative side. Each vintage is an opportunity to express place and season with care and restraint. Our appreciation for art shapes how we approach the process and how every bottle comes to life.

Our Core Values

1. Expression

We intervene when needed and step back when it matters. We use native fermentation when it makes sense. The goal is not to smooth each vintage into a predictable product. The goal is honesty in the glass, wines that reflect what the season actually gave us.

2. Craft

Every vintage teaches us something. We observe, adjust, and come to understand the vineyard a little better each year. There are no shortcuts. Only attention, patience, and the willingness to respond to what the season provides.

3. Terroir

Granite soils. Cape light. Wind that never really rests. These are not background details. They shape acidity, structure, and aromatics. Our job is to carry that through to the bottle without getting in the way.

The Founder's Story

Winemaker Elizabeth Thomas came to wine through art.

She grew up in a creative household. Her mother was an artist, and studios and galleries were a familiar backdrop. She studied fine art herself, learning that meaningful work is layered, patient, and shaped as much by restraint as by action. While bartending at a wine bar to support her studies, she began to see wine differently. Each bottle carried place, season, and human touch. It felt less like a product and more like a medium. That realisation led her back to school to formally study winemaking.

Today, Elizabeth approaches the cellar the way she once approached canvas: as a process, not a formula. Inspired by South African artists such as William Kentridge, she sees winemaking as iterative and alive. Built slowly, shaped over time, guided as much by restraint as by action.

What We Make

We focus on Chenin Blanc and Cabernet Franc because they respond to our granite soils, Cape sunlight, and persistent wind with clarity and tension. These conditions produce wines of structure, freshness, and quiet complexity.

The range is intentionally limited to five wines:

- Chenin Blanc (our anchor white)
- Single Vineyard Chenin, released only in exceptional years
- Cabernet Franc (our anchor red)
- A limited red blend (Franc-led, when desired)
- An occasional small experimental release

Note: Expansion beyond five wines requires a strategic review before proceeding.

How We Farm and Make Wine

Our approach is to guide, not to force. We respect the land and the process.

- ✓ Organic farming practices
- ✓ Minimal intervention in the cellar
- ✓ Moderate alcohol levels
- ✓ Balanced, considered oak usage

- ✗ No manipulation to force consistency across vintages
- ✗ No additives or practices that obscure the site

Brand Positioning

Our Positioning Statement

For thoughtful individuals seeking restraint and clarity in Stellenbosch wine, Structure & Form crafts small-production Chenin Blanc and Cabernet Franc. Organically farmed, limited to five focused wines, each vintage shaped to reflect its site and season.

Who Buys Our Wine

Understanding your buyer helps you make better decisions about pricing, distribution, events, and how you communicate. We have two audiences.

Primary: The Intentional Collector

This is our core buyer. They purchase fewer bottles but better ones. They care about origin, farming, and philosophy. They read back labels, follow winemakers, and actively seek out Chenin Blanc and Cabernet Franc.

Typically aged 30 to 55, based in Cape Town, Johannesburg, London, or Amsterdam. Creative professionals: architects, designers, founders, academics. Comfortable spending R300 to R800 on a bottle they believe in.

Secondary: The Culturally Curious

This buyer attends gallery openings, values craft, and gravitates toward wines with a story and integrity. They may not yet be wine experts, but they are culturally aligned with what we do. Over time, they become Intentional Collectors.

The Competitive Landscape

Stellenbosch is dominated by Cabernet Sauvignon and heritage-led brands. A smaller group of boutique producers focuses on Chenin Blanc and Cabernet Franc. These are our closest competitors.

Brand	Scale	Focus	Style	Positioning
Raats Family Wines	Mid-boutique	Chenin & Cab Franc	Classic, terroir-driven	Established benchmark
Eight Gates	Small	Chenin + other varietals	Artisanal, handcrafted	Boutique, terroir focus
Ennui Wines	Very small	Chenin & others	Expressive, minimal	Emerging small producer

What Makes Us Different

Most producers in this region build their identity around legacy or scale. Structure & Form is built around creative authorship.

- The portfolio is limited to five wines
- Chenin Blanc and Cabernet Franc anchor the range
- Farming is fully organic
- Our style favours restraint and clarity over power
- The tasting room functions closer to a gallery than a cellar door

This is not a reinvention of Stellenbosch tradition. It is a contemporary interpretation of it, one led by artistic sensibility rather than heritage.

Brand Voice & Personality

Structure & Form speaks in a voice that is human, clear, and slightly poetic. It communicates with confidence, never with noise.

The Tone

Think of it this way: you are a thoughtful artist who also happens to understand soils, fermentation, and structure. You don't explain everything. You choose your words carefully and trust the reader to meet you halfway.

- ✓ Use clear, clean sentences
 - ✓ Focus on texture, structure, and place
 - ✓ Let the wine and the site do the talking

 - ✗ Use technical jargon without context
 - ✗ Reach for clichés ("hints of," "liquid sunshine," etc.)
 - ✗ Over-explain or over-sell
-

Voice in Practice

Here is an example of the voice in action:

Cabernet Franc shaped by granite and wind. Fermented gently. A wine of line and lift.

And here is what to avoid:

Our stunning Cabernet Franc bursts with complex layers of ripe dark fruit, earthy undertones, and a beautifully lingering finish that will delight your palate.

The second example is clichéd and sounds like every other winery. The first is specific, restrained, and sounds like us.

The 30-Second Pitch

Use this when introducing the winery in person or over the phone:

We're a small, organically farmed winery in Stellenbosch focused on Chenin Blanc and Cabernet Franc. We keep the range tight – five wines, so we can give each one proper attention. Our style is about restraint and clarity. We aim for balance, structure, and a clear sense of the vintage in every bottle.

Visual Identity

The visual identity of Structure & Form is rooted in a fine art sensibility. Every design decision, from colour to type to photography to packaging, should feel considered, restrained, and cultured.

When in doubt: remove. Simplicity is always the right answer.

The Overall Look and Feel

- ✓ Clean and minimal: ample white space, nothing competing for attention
 - ✓ Light-filled: bright, airy imagery and layouts
 - ✓ Textural: detail matters. Soil, glass, paper
 - ✓ Modern: contemporary, not nostalgic

 - ✗ Colonial or wine-country nostalgia
 - ✗ Rustic cues (hessian, barrels, hand-drawn maps)
 - ✗ Busy layouts or competing elements
-

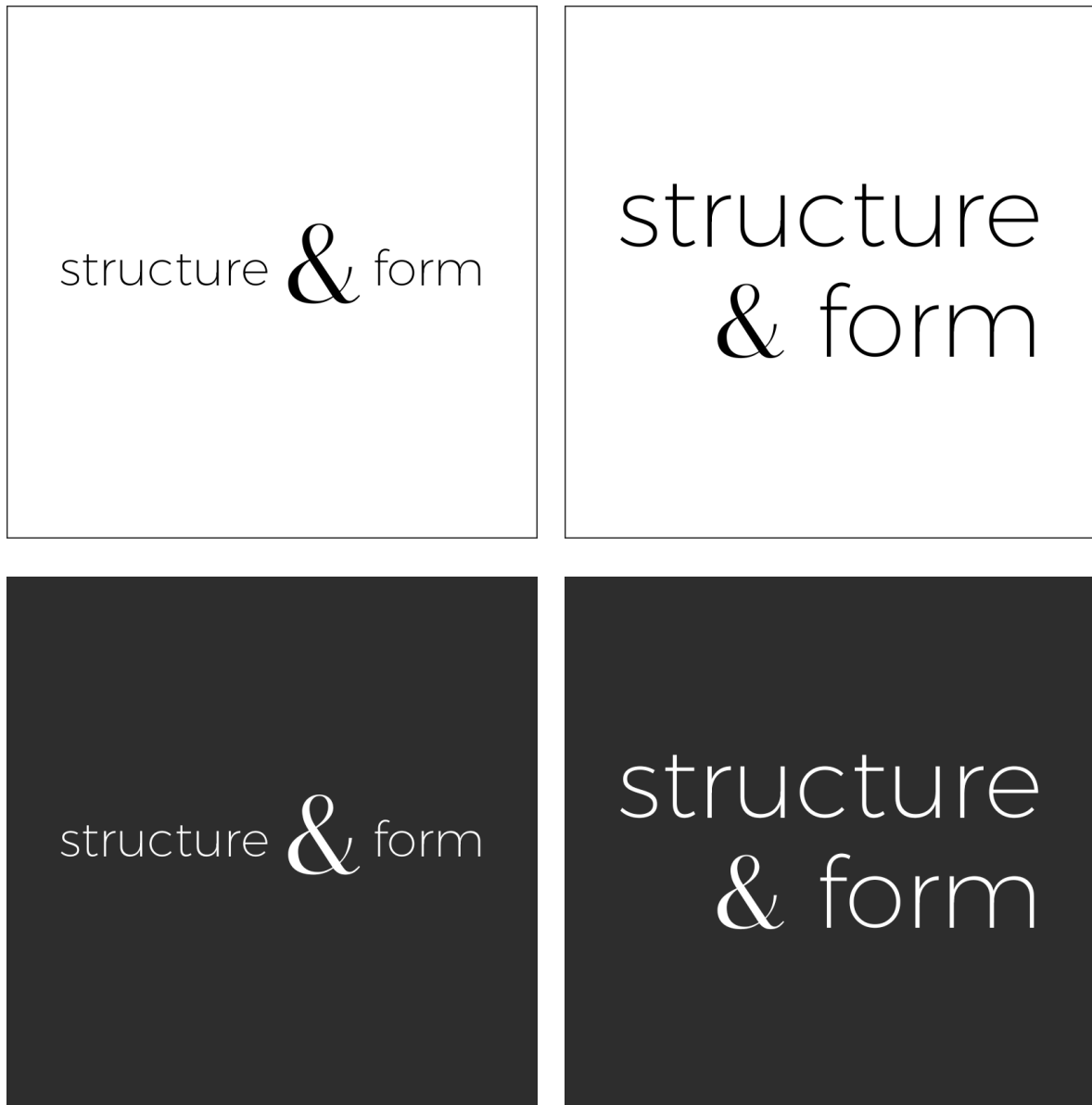
The Logo

The logo is a modern, pared-back wordmark. Its role is to carry the brand name clearly without competing with any accompanying artwork or label imagery. The simplicity of the wordmark allows the art on the label to lead, giving the brand a refined, gallery-like presence.

All logo applications must be approved by Elizabeth Thomas before use. Do not create alternative versions, add effects, or alter the proportions.

Partner with a graphic designer to develop the final bespoke mark. Use any example provided in this document as directional guidance only, not as the final logo.

Logo Variation Example:



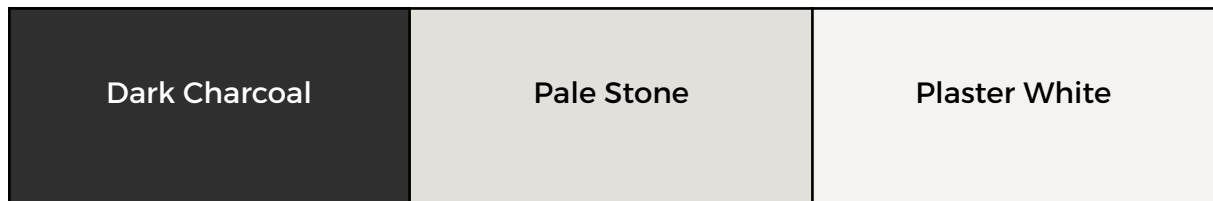
Colour Palette

The palette is inspired by charcoal drawings, the medium Elizabeth worked with during her fine art studies. The neutral tones create a quiet backdrop that allows the wine, the label art, and the photography to come forward.

Dark Charcoal #2F2F2F Primary text, logo, borders. The anchor of everything.

Pale Stone #E2E0DA Backgrounds, dividers, secondary text. Warm and textural.

Plaster White #F4F3EF Page backgrounds, negative space. The silence between elements.



These three colours do all the work. Do not introduce additional colours to the system without a strategic review.

Typography

Typography reinforces the gallery sensibility of the brand. We use two typefaces only: one for display, one for everything else.

Kudryashev Display

Used for: the logo, chapter headings, and all major display text. Kudryashev Display is a modern serif font. It's elegant and dramatic, giving an editorial feel..

Alexandria

Used for all other text: subheadings (Alexandria SemiBold), body copy (Alexandria Light), and labels. Alexandria has a refined, contemporary feel that reads well at small sizes.

Typographic hierarchy in practice:

- Page title: Kudryashev Display
- Section heading: Alexandria Normal
- Subheading: Alexandria Normal
- Body copy: Alexandria Light
- Labels and captions: Alexandria Extra Light, small, generous tracking

Keep all text flush left. Centred text should be used sparingly, if at all.

Photography

Photography carries the brand's visual story. It should feel documentary and observational, not staged or produced.

We shoot in colour. But the goal is photography that feels like it could almost be black and white. Muted tones, flat or overcast natural light, no warm filters. Think of the colour palette: Pale Stone, Plaster White, Dark Charcoal. The photography should sit comfortably inside those tones.

- ✓ Colour photography throughout, with a muted, desaturated feel
- ✓ Natural light, preferably flat or overcast. Midday over golden hour.
- ✓ Documentary-style shots in the vineyard and cellar
- ✓ Close-up details: soil, grapes, glass, capsule, cork, label texture
- ✓ Quiet, unposed moments. A hand on a barrel. A row of vines. Wine in a glass on a stone surface.
- ✓ Black and white for portraits of Elizabeth only

- ✗ Warm filters or golden-hour light
- ✗ Saturated, high-contrast editing
- ✗ Posed group shots
- ✗ Stock photography
- ✗ Anything that looks like it belongs in a tourism brochure

When commissioning a photographer, share this section and the colour palette with them before the shoot. The brief matters as much as the shoot itself. See the following page for examples.



Packaging

Bottles

We use lightweight Bordeaux-style bottles. They are more environmentally responsible and consistent with our positioning. Bottle colour signals the wine inside:

- Antique Green for Chenin Blanc
- Amber for Cabernet Franc

Closures and Capsules

All wines are sealed with cork closures. Capsule colours align to the brand palette: light grey or dark grey. No foil colours outside of these.

Labels

The label is where the wine brand and the art world meet. Structure and approach are consistent across all wines. What changes is the artwork.

What stays the same across every label:

- Layout and proportions
- Typography and type placement
- The wordmark and varietal name
- Wine details (vintage, region, alcohol, volume)

What changes from wine to wine:

- The artwork, created by Elizabeth or a commissioned artist

This structure builds visual recognition over time. Buyers learn to spot a Structure & Form label before they read the name.



Wine Names

Keep naming minimal and easy to say. Single-varietal wines use the varietal name only. Blends or limited editions use site- or material-inspired names.

- Structure & Form Chenin Blanc
- Structure & Form Single Vineyard Chenin
- Structure & Form Cabernet Franc
- Structure & Form Elevation (red blend)
- Structure & Form Windward (white blend)

In Person Experiences

Every interaction someone has with Structure & Form, whether in a tasting room, on a phone screen, or at a restaurant table, shapes their perception of the brand. The following guidelines ensure that experience is consistent.

The Tasting Room

The tasting room is the most tangible physical expression of the brand. It should feel like a gallery you can drink in. Calm, considered, and genuinely memorable.

Design and Environment

- Modern, clean aesthetic
- White walls throughout
- Rotating art exhibitions by Elizabeth and invited artists
- Modern leather bench seating
- Sculptural garden entry
- Expansive views out to the vineyard if possible
- Calm, intentional environment. No clutter, no noise.

Service Standards

- Wine served exclusively in Gabriel-Glas stemware
- Food served on locally made pottery
- Staff must know the brand story and the wines deeply. Invest in this training.
- Calm pacing. This is not a high-throughput tasting operation.
- Focus on conversation, not speed

View a mood board on the following page.



Events

All events, whether at the tasting room or elsewhere, must reinforce the quality and character of the brand.

At the Tasting Room

- Art exhibition openings with live music
- Art and wine workshops
- Artists painting en plein air in the vineyards
- Private tasting experiences paired with a curated art walkthrough by the artist

Off-Site

- Wine pairing dinners at quality restaurants
- Pop-up tastings at quality independent retailers such as Caroline's Fine Wine Cellar or Furny's
- Wine bar takeovers at venues like Sin Cero or Publik, which feature smaller producers and minimal intervention wines

What to Avoid

- ✗ Wine festivals aimed at casual or young drinkers
- ✗ Any event where the brand would be grouped with mass-market producers
- ✗ Events where volume matters more than experience

Online Presence

The Website

Think of the website as your digital tasting room. It should feel like a gallery: editorial, spacious, and calm. It is not primarily a shop. It is a place people come to understand who you are.

Design Principles

- Editorial layout with generous white space
- Large-format photography as the primary visual element
- Clean navigation. No more than five or six top-level links.
- Mobile-first. The majority of visitors will arrive on a phone.

Essential Pages and Content

- Our Story: Who we are, our values, and the origin of the name. Keep it honest and concise.
- The Winemaker: Elizabeth's background, her approach, and her artistic influences.
- The Wines: Each wine with a clear description, vintage notes, and purchasing information.
- Journal: Regular updates from Elizabeth on vintage progress, harvest reflections, and new releases. Written as personal notes, not press releases.
- The Gallery: Current art exhibition in the tasting room. A brief description and photographs.
- Visit: Tasting room hours, booking, and directions.
- Newsletter: A simple sign-up. Do not bury this.

What to Avoid on the Website

- ✗ Overwhelming sales messaging. The wine sells when the story lands.
- ✗ Cluttered layouts or competing calls to action
- ✗ Stock photography or images that don't align with the photography guidelines
- ✗ Outdated content. Keep vintage notes and exhibition information current.

Social Media

Social media is an extension of the tasting room experience. Post with intention. Silence is better than filler.

Platform Focus

- Instagram is the primary platform. This is where your audience lives.
- Consider a secondary presence on LinkedIn for trade and sommelier relationships.
- Do not spread thin across platforms you won't maintain consistently.

Posting Cadence

Aim for two to four posts or stories per week on Instagram. Quality matters far more than frequency. One considered post beats five rushed ones every time.

What to Post

- Vineyard progression: Document the seasons: budbreak, flowering, harvest, dormancy. Shoot in natural light. Close detail over wide landscape.
- Cellar work: The quiet, hands-on moments. Pressing, barrel sampling, bottling. Treat it like behind-the-scenes studio footage.
- Winemaker reflections: Short written posts from Elizabeth. Thoughts on the vintage. What she's noticing. What she's learning. Use her voice directly, not a third-person marketing voice.
- Vintage conversations: Honest discussion of what the season gave you, including its difficulties. Authenticity builds trust with your audience.
- Art and exhibitions: Showcase work currently displayed in the tasting room. Document the installation process. Share time-lapse of label artwork being created.
- Events: Promote upcoming events in advance, then share quiet reflections afterward rather than just promotional announcements.

Caption Style

Write captions the way you'd talk to a guest in the tasting room. Short and considered is always better than long and vague.

"Harvest day three. The Chenin came in earlier than expected. Good acidity, more tension than last year. We'll know more in a few months."

Avoid caption styles that feel corporate, promotional, or overly polished. The audience you're speaking to will notice the difference.

Photography on Social

- ✓ Mostly photographic. No graphic templates or Canva-style compositions.
- ✓ Aligned to the brand photography guidelines above
- ✓ Natural light, close detail, honest moments

- ✗ Constant sales messaging. Aim for no more than one promotional post in five.
- ✗ Graphic templates or decorative overlays
- ✗ Stock images
- ✗ Trending audio or formats that don't suit the brand

Example posts:



Email Newsletter

Email is a direct line to your most engaged buyers. Treat it with care.

- Frequency: three to five times per year
- Content: tied to wine releases and significant winery events
- Tone: personal, informative, and brief. Think of it as a letter from the winemaker, not a marketing campaign
- Design: clean, minimal, text-led with a single strong image

Do not send newsletters just to maintain a schedule. Send them when there is something worth saying.

Distribution & Pricing

Where to Sell

Every channel you choose signals something about the brand. Sell in places where your wine will be understood and respected.

- ✓ Independent wine retailers with educated buyers
- ✓ Fine dining restaurants with considered wine programmes
- ✓ Sommeliers and buyers who champion small producers
- ✓ Small, quality-aligned importers in export markets
- ✓ Direct online sales from the website

- ✗ Mass retail or supermarket listings
- ✗ Deep discount channels or promotional platforms
- ✗ Any account where the wine would sit alongside brands that contradict our positioning

Scarcity supports perception of quality. You do not need to be everywhere. You need to be in the right places.

Pricing

Pricing communicates quality before anyone tastes the wine. Our entry-level price is R300 per bottle. Limited and single-vineyard releases price above this.

Pricing at this level signals:

- Serious, small-production winemaking
- Thoughtful farming and process
- A wine that belongs in a fine dining context

Do not discount below the entry price point, even to move stock. If pricing drops too low, the brand weakens, and it is very difficult to raise it again.

Additional Revenue

Beyond wine sales, the following revenue streams are available and consistent with the brand:

- Commission on art sold through the tasting room
- Art and wine workshops
- Plein air events in the vineyard
- Artist talks and curated wine and art walkthroughs
- Print sales of label artwork
- Branded merchandise: tote bags featuring label artwork, bottle toppers, wine openers. Keep the range minimal and carefully chosen.

Governance

Who Approves Brand Decisions

As the winery grows, more people will be involved in executing the brand: staff, designers, photographers, distributors, event partners. To protect consistency, one person has final approval on all significant brand decisions.

That person is Elizabeth Thomas.

What Requires Approval

Bring the following to Elizabeth before proceeding:

- Logo and wordmark designs or modifications
 - Label designs, including artwork selection
 - Tasting room design changes
 - New marketing channels or campaigns
 - Website design or structural changes
 - Social media content calendars and significant one-off posts
 - Events, both at the tasting room and off-site
 - New distribution accounts or channels
 - Any collaboration or partnership involving the brand name
-

When to Flag a Decision

If you are unsure whether something needs approval, assume it does. Come to Elizabeth with:

- A clear description of what you want to do
- Why you believe it aligns (or might not align) with the brand
- Any relevant visual examples or references

This process exists to protect the brand's integrity, not to slow things down. The faster you flag something, the faster a decision can be made.

Long-Term Vision

Structure & Form is not built for rapid growth. It is built for respect.

- Remain small and focused
- Build reputation through wine quality
- Let growth be organic. Earned, not forced.
- Protect the integrity of the wines above everything else

The goal is not to be everywhere. The goal is to be remembered.

Appendix:

Printable Reference Sheet

Structure & Form

Brand Reference Sheet

WHO WE ARE

A boutique, organically farmed winery in Stellenbosch. We make Chenin Blanc and Cabernet Franc. The range is limited to five wines. Our approach is artist-led: restrained, considered, and honest about each vintage.

THE NAME

In drama, the fourth wall is the line between performer and audience. Structure & Form is the experience beyond that: the moment wine stops being a product and becomes something felt. A sense of place. A memory.

OUR WINES

- Chenin Blanc
- Single Vineyard Chenin (exceptional years only)
- Cabernet Franc
- Elevation, red blend
- Windward, white blend

Maximum five wines. Any expansion requires a strategic review.

OUR BUYER

The Intentional Collector. Aged 30 to 55. Based in Cape Town, Joburg, London, Amsterdam. Architects, designers, founders, academics. Spends R300 to R800 on a bottle they believe in.

They are not chasing luxury signals. They are chasing substance.

HOW WE TALK

Human, clear, slightly poetic. Short sentences. No clichés. No over-selling. Let the wine and the site do the talking.

Example:

"Cabernet Franc shaped by granite and wind. Fermented gently. A wine of line and lift."

PRICING AND DISTRIBUTION

Entry price: R300 per bottle. Limited releases above this. Do not discount.

Sell through independent retailers, fine dining, sommeliers, and the website. Not mass retail. Not supermarkets.

DO THIS

- Yes Independent wine shops and fine dining
- Yes Sommelier and buyer relationships
- Yes Gallery-style events and art openings
- Yes Honest, seasonal social media posts
- Yes Muted, natural-light photography
- Yes Consult the brand book when unsure

NOT THIS

- No Supermarkets or mass retail
- No Heavy discounting
- No Busy labels or cluttered design
- No Sales-heavy social content
- No Warm filters or golden-hour shots
- No Any big brand decision without Elizabeth

One question to ask before any brand decision: *Does this feel like us?* If you are not sure, return to the brand book.