RIFLE RANGE

Vines Rooted in History

RIFLE RANGE

Brand guidelines

Contents

What Rifle Range stands for, how it sounds and how it looks. Logo files, in every colour and format, are in the online guidelines.

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01 Strategy

Our story

Rifle Range is named after the field our vineyard is planted in, on the Hurdcott Estate in Wiltshire. In the First World War this ground was part of Hurdcott Camp, home to Australian soldiers. Today 46,000 vines stand there in bullet-straight rows.

WHY

Made for love of the land

George has the land, the conditions and the story. The question was simple: could we do it? The answer was yes.

THE VINEYARD

9 hectares, 46,000 vines

Planted in 2024 on the Hurdcott Estate, in bullet-straight rows. Every grape is hand-picked.

THE WINES

Vintage 2025

Bacchus and Chardonnay first, in small numbers. Blanc de Blancs, Pinot Noir and Rosé follow.

The history, in facts we can state

Hurdcott Camp

From late 1914 an army camp ran along the valley. The section on Hurdcott and Naish's farms became Hurdcott Camp.

Australian soldiers

Australians were based at Hurdcott from 1916, with sole use of the camp from 1917.

Command Depots

Hurdcott was home to the AIF's No. 3 Command Depot, and later No. 4. Men trained or regained their fitness there before returning to the front.

The Map of Australia

From 1917, Australian soldiers cut a map of Australia into the chalk of Compton Down. It sits directly above our vineyard today.

A protected landmark

The map was scheduled as a monument in 2001 and restored by volunteers in 2018 to 2019.

The Fovant Badges

Along the valley, regiments cut around 20 badges into Fovant Down, including the Australian Rising Sun.

Sources: Wiltshire OPC · Birtwistle Wiki · Historic England 1020133 · Historic England report 80/2018 · Historic England 1020132 · Fovant Badges Society · Australian War Memorial H16007. Don't add history that hasn't been checked.

Values

Five core values, in order of importance. Rifle Range is made for love of the land, not for volume or quick returns.

1 **Uncompromising quality**

2 **An ode to history**

3 **Pride of place**

4 **Passion before profit**

5 **Discipline and precision**

Key words

History · Premium · Local · Culture · Distinguished

What Rifle Range is not

- ~~A quick money-maker~~
- ~~Volume~~
- ~~Speed~~
- ~~Laid-back~~
- ~~Corner-cutting~~

Purpose, vision and mission

PURPOSE · WHY WE EXIST
To revive the story of Hurdcott Camp through premium English wine.

VISION · WHERE WE'RE GOING
A landmark in Wiltshire, and a household name in English wine.

MISSION · HOW WE GET THERE
Grow the vineyard, the quality and the standing of the brand, year after year.

The first 12 months

Win awards · Build a strong social following · Become a recognised name in English wine

Audience

Discerning wine drinkers aged 40 to 70 who love the English countryside, its history and its finest produce. We don't try to convert people to wine. We speak to people who already love it.

Who we serve

GROUP 1

Country connoisseurs

Our main buyers. Private wine drinkers, 40 to 70.

GROUP 2

Trade and restaurants

Retailers, stockists and restaurants.

GROUP 3

Gift buyers

A bottle with a story, given with pride.

GROUP 4

Collectors

Early vintages and small releases.

GROUP 5

History enthusiasts

Including Australian visitors drawn to Hurdcott Camp.

GROUP 6

Visitors to Wiltshire

Tourists, and future guests of the estate.

Our main buyer

PRIMARY AUDIENCE

The country connoisseur, 40 to 70

Mid to upper class, traditional and proudly English. Into the countryside, shooting and history. Spends well in farm shops and local butchers. Already drinks Wiston and Gusbourne, fine Scotch and local ales.

What holds them back

– They haven't heard of us yet
– We're new, with no track record or awards
– A premium price for an unknown name

Goals and motivations

– Wine they're proud to pour and to give
– A real story behind what they buy
– Supporting the best of English and local produce

Objections

– Is it really as luxurious as it looks?
– Is it worth the price?

How they find us

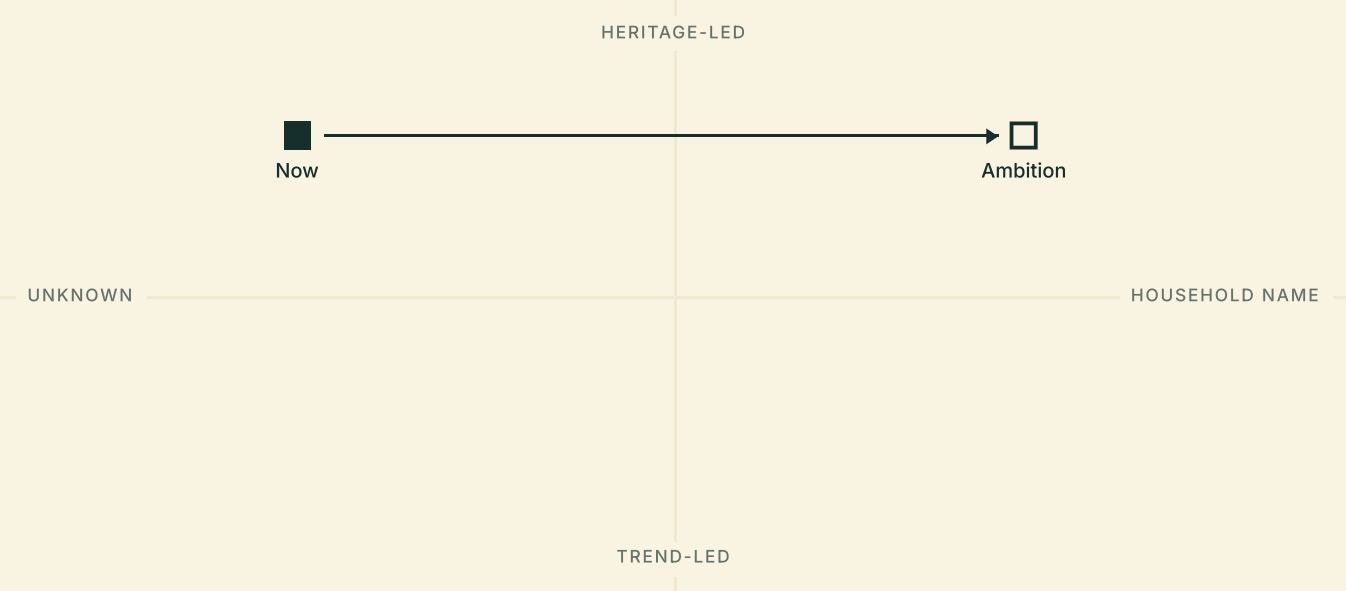
– Social media
– Wine retailers, such as Majestic

Positioning

Today, a new estate with a few thousand bottles and no online presence. In five years, a household name in English wine, priced alongside Nyetimber, Gusbourne and Wiston, but more exclusive and more heritage-led.

POSITIONING STATEMENT

For discerning wine drinkers who love the English countryside and its history, Rifle Range is premium English wine from the Hurdcott Estate, grown on a field with a First World War story no other estate can tell.



Top five strengths

1. A story no other estate can tell: vines on the rifle range of Hurdcott Camp
2. 9 hectares and 46,000 vines, laid in bullet-straight formation
3. Craft and precision at every stage, from vine to bottle
4. Rare first vintages, released in small numbers
5. A clear ambition: a winery, restaurant, shop, tours and storage on the estate

How it should feel

A privilege to open. Exciting, exclusive, and like taking in a part of history.

The world we belong to

- The English country estate
- Waxed jackets and wellies
- Spaniels and labradors
- The shoot
- The long table
- Golden hour over the vines

Who we sit alongside

- Gusbourne
- Ridgeview
- Nyetimber
- Wiston Estate
- Chapel Down
- Langham (local)

Strategy and roadmap

Being known matters more than bottles sold in the first year. Awards build the credibility a new name needs.

ROUTE TO MARKET

Retailers first

Year one: wine retailers, such as Majestic. Selling direct comes later.

VOLUMES AND PRICE

Around 2,000 bottles per wine

Small, exclusive releases at a premium price.

Four phases

PHASE 1

Launch the brand

The brand, the website and the first wines, in the new year.

PHASE 2

The full range

Every wine on the website, with links to where to buy.

PHASE 3

Sell direct

An online shop on the website.

PHASE 4

The winery opens

A winery, restaurant, shop, tours, tastings and storage on the estate.

Awards to enter in 2027

WineGB Awards

The national awards. A 2025 Bacchus won Best Still White in 2026. Entries in spring. WineGB membership needed.

Decanter World Wine Awards

The biggest consumer name. English Chardonnay won Platinum and Gold in 2026. Entries close 15 March 2027.

International Wine Challenge

English Chardonnay won Gold and a trophy in 2026. Entries in March.

Sommelier Wine Awards

For the restaurant route. Still wines sold through national chains can't enter, so check first.

WineGB Wessex Awards

Our regional awards, with trophies for small vineyards. Judged in November.

Sparkling World Championships

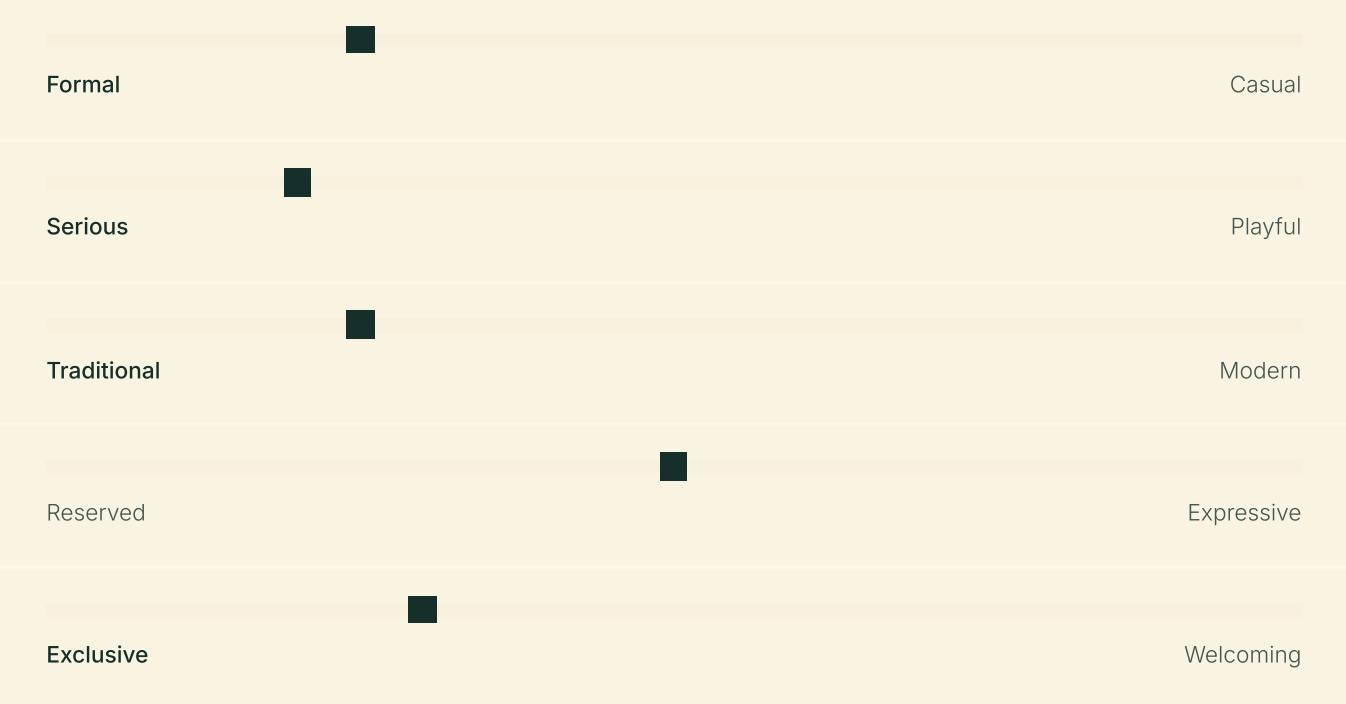
For the Blanc de Blancs and Rosé, once released.

Wines must be bottled and on sale before each deadline. Each entry needs three or four bottles.

02 Voice

Tone of voice

Formal, proud and quietly romantic. We speak like a distinguished country host: warm and down to earth, never boastful, with the discipline and order of the rifle range in every line.



Wine first, history behind it

Lead with the wine. Let the history fill in the detail.

Disciplined, never violent

Borrow the order and precision of military life. Never mention violence, death or blood.

Proud, not elitist

Confident and well made, but down to earth. We never show off.

How the voice flexes

Country connoisseurs

Story and feeling first, then the wine.

Trade and press

Facts first: varieties, vintage, volumes, awards. Same tone, less romance.

Collectors and history enthusiasts

Rarity and numbers for collectors. The verified history, told plainly and with respect.

Key messages

What we want people to remember about Rifle Range. Start from these on the website, on labels and on social.

CORE MESSAGE

Vines rooted in history.

Premium English wine, grown on land with a remarkable place in British history.

The land

Our vines grow on the Hurdcott Estate, in the heart of Wiltshire. The ground is carefully tended, its legacy preserved.

The grapes

Every vine is tended with discipline and care. Quality comes before quantity.

The wine

Premium English wine of clarity and poise, made with craft and precision from vine to bottle.

The rarity

Small first releases, for people who want something few others have.

The history

Our vines stand in bullet-straight formation on the rifle range of Hurdcott Camp, where Australian forces were marshalled for service in the First World War.

The passion

Made for love of the land and pride in Wiltshire. Not for volume, and not for quick returns.

The range, from the labels

STILL WHITE

Bacchus

Of clarity and poise. Citrus, elderflower, green apple and hedgerow, to a clean, mineral finish.

STILL WHITE

Chardonnay

Of depth and elegance. Stone fruit, honeyed citrus and toasted almond, to a smooth, lingering finish.

SPARKLING

Blanc de Blancs

From Chardonnay, of precision and finesse. Citrus, green apple and chalky minerality, to a long, poised finish.

RED

Pinot Noir

Of depth and quiet intensity. Red cherry, wild strawberry, spice and woodland notes, to a refined finish.

SPARKLING

Rosé

Of elegance and balance. Red berry, citrus, soft florals and a hint of cream, to a crisp finish.

EVERY WINE

Named by the grape

Traditional names, led by the grape, then the vintage. Around 2,000 bottles of each.

Writing style

A few simple rules so everyone writes about Rifle Range the same way.

UK English

colour, flavour, organise

Write “Rifle Range” in sentences

Always Rifle Range, never The Rifle Range. Capitals only in the logo.

Short sentences

One idea per sentence. Cut any word that doesn’t add something.

“We” and “you”

We planted our first vines in 2024. Not: Rifle Range planted its first vines in 2024.

Active voice

We planted the vines in bullet-straight rows. Not: The vines were planted in bullet-straight rows.

Sentence case headings

Our wines. Not: Our Wines.

Numbers

Use numerals: 9 hectares, 46,000 vines. Spell out a number only at the start of a sentence.

Dates and times

2 September 2026. 9am, 5.30pm.

Wine names

The wine, then the vintage: Bacchus, Vintage 2025.

Estate words

Use estate, vineyard and vintage freely. Hurdcott Estate with a capital E, then the estate.

Punctuation

No exclamation marks. Write “and”, not “&”, in sentences.

Plain words

Say what you mean. Avoid the words below.

✕ Words to avoid

- ~~Death~~
- ~~Blood~~
- ~~Kill~~
- ~~Battle~~
- ~~Cheap~~
- ~~Deal~~
- ~~World-class~~
- ~~Best-in-class~~
- ~~Passionate about~~

Say this, not that

SAY	NOT
Grown on the old rifle range of Hurdcott Camp.	~~Grown where soldiers once fought and died.~~
Bacchus, Vintage 2025. Our first release.	~~Our amazing new wine is finally here!~~
Made with care, from the vine to the bottle.	~~Passionate about delivering world-class wine.~~

Names, words and patterns

Our names

Rifle Range	The brand, named after the field the vineyard stands in. Never The Rifle Range.
Hurdcott Estate	The estate the vineyard stands on. Capital E, then the estate.
Vines Rooted in History	The strapline. In running text: vines rooted in history.
The Vigneron Crown	Our crest. Never describe it as an army badge.
The RR monogram	The mirrored double R. Our social profile picture.
Vintage	The harvest year, after the wine: Bacchus, Vintage 2025.

Words we use

Formation · Bullet-straight · Discipline · Order · Precision · Marshalled · Service and purpose · Carefully tended · Craft · Legacy · Clarity and poise · The estate · The ground · Vintage

Glossary

Hurdcott Camp	The First World War camp on Hurdcott and Naish's farms.
AIF	The Australian Imperial Force.
Command Depot	Where Australian soldiers trained or regained their fitness before returning to the front.
Map of Australia	The map cut into the chalk of Compton Down by Australian soldiers, from 1917.
Fovant Badges	The regimental badges cut into Fovant Down, cared for by the Fovant Badges Society.
Blanc de Blancs	Sparkling wine made only from white grapes. Ours is from Chardonnay.

Patterns from the labels

TASTING NOTE · CHARACTER, NOTES, FINISH

Our [wine] is a still English [colour] wine of [quality] and [quality]. [Notes] lead, followed by [notes], carried through to a [quality] finish.

HERITAGE STORY · PAST, PRESENT, MEANING

Where the name comes from. What happened here. Today, the same ground is carefully tended. The vineyard echoes its former use. A closing line on legacy.

CLAIMS · FACTS, NOT SUPERLATIVES

Say 9 hectares and 46,000 vines. Not one of the finest vineyards in England. Superlatives wait for awards and proof.

Channels

Where Rifle Range speaks, and how the voice adapts to each.

Website

The full story, the wines and where to buy. Wine first, history behind it.

Labels

The brand in the hand. Follow the tasting-note and heritage patterns.

Instagram

Our main social channel. Golden hour, details, the land. Short captions, one idea each. No emoji.

Facebook

Wiltshire, the local community and events. A little more conversational.

LinkedIn

Trade, partners, milestones and awards. Facts and news.

Email, press and trade sheets

Short and personal from the estate. For press and trade, facts first.

Hashtags

#RifleRange #VinesRootedInHistory #EnglishWine #EnglishSparklingWine #EnglishBacchus #Wiltshire #WiltshireWine #HurdcottEstate #WineGB #EnglishWineWeek

3 to 5 per post, at the end: one brand tag, then the rest to suit the post.

Taking care

The rules that protect the brand, the estate and the people behind it.

Privacy

Mention the estate freely. Never say where George lives, mention his other estates or name the founders.

Anzac Day and Remembrance

Moments of respect, not marketing. At most a quiet acknowledgement. No products, no offers.

Alcohol marketing

Paid ads target 18+ only. Anyone shown drinking must be, and look, over 25. Wine never brings confidence or social success.

Claims

Only verified facts. No superlatives until there are awards or proof to back them.

Accessibility

Plain English. Alt text on every image, captions on every video. No body copy in capitals.

Trademarks

Rifle Range is registered. Use the marks as supplied, never redrawn.

× Claims we don't make yet

× ~~Largest vineyard in the UK~~ × ~~The finest soil in England~~ × ~~Best-in-class winemaking~~ × ~~Naming the winemakers~~ × ~~Unchecked history~~

The first is an ambition, not a fact. The rest wait for proof, awards or the winery moving in-house.

Examples

To show the tone in action. Adapt them to the job rather than copying them word for word.

WEBSITE

- Vines rooted in history
- English wine from the heart of Wiltshire
- 46,000 vines, in bullet-straight rows

LABELS, STOCKISTS AND PRESS

- Where the rifle range once stood
- No corners cut, from vine to bottle
- Grown with discipline. Poured with pride.

SOCIAL AND NEWS

- Bacchus, Vintage 2025. Our first release.
- A rare English wine, in small numbers
- From the rifle range to your table

Example writing

HERITAGE STORY, FROM THE BACK LABEL

Rifle Range takes its name from the field on which these vines now stand. Land once utilised by Australian forces, marshalled for service and purpose as the rifle range of Hurdcott Camp during the First World War. Today, the same ground is carefully tended with its legacy preserved. The vineyard, laid in bullet-straight formation, echoes the discipline and order of its former use, redefining it through craft and precision. Each bottle reflects the courageous stories once woven into this historic landscape.

TASTING NOTE

Our Bacchus is a still English white wine of clarity and poise. Bright citrus and elderflower lead, followed by green apple and subtle hedgerow notes, carried through to a clean, mineral finish.

SOCIAL CAPTION

Golden hour over the vineyard. 46,000 vines, in bullet-straight rows, on the Hurdcott Estate.

TRADE

Bacchus, Vintage 2025. A still English white wine from 9 hectares on the Hurdcott Estate, Wiltshire. Limited release.

03 Identity

Logo

Four marks, one family. The lockup leads. The wordmark, monogram and the Vigneron Crown support it, with a roundel, profile picture and favicon for small spaces. Always use the supplied files.





Lockup

Our primary logo. Use it first, wherever there's room.





Wordmark

For wide, shallow spaces, such as a website header or the neck of a bottle.





Monogram

For small spaces and finishing touches, once the name is already clear.





The Vigneron Crown

Our crest. For capsules, seals and special moments. Never in place of the lockup.





Roundel

The capsule top. For stickers, seals and round spaces. Gold and green, both ways round.





Profile and favicon

The RR monogram on a square, for social profiles, browser tabs and app icons.

Every version comes in Heritage green, cream, gold, gold gradient, black and white, as SVG, PNG, JPG, PDF and EPS, with and without clear space. Download them from the online guidelines.

Logo on colour

Cream comes first. Use the logo only in these pairings, and always from the supplied files.

RIFLE RANGE

Green on cream

Our primary pairing. Use it first.

RIFLE RANGE

Green on a deeper cream

On Cream 300 to 500, for depth and layering.

RIFLE RANGE

Cream on green

The reverse. For dark moments and the back label.

RIFLE RANGE

Gold on green

For packaging, foil and special moments.



Gold gradient on green

Screen only, at large sizes.

RIFLE RANGE

Black on white

Only when colour isn't possible.

Clear space and size

The lockup artwork runs edge to edge: as wide as the RIFLE RANGE letters and as tall as the monogram and letters together. Leave clear space equal to **x**, the full height of the lockup, on every side. For the wordmark, x is its height. For the monogram, crest and roundel, x is a quarter of their height.



Minimum width

Version	Screen	Print
Lockup	160px	40mm
Wordmark	140px	35mm
Monogram	32px	10mm
Vigneron Crown	48px	15mm
Roundel	40px	12mm

Smaller than this, use the monogram. Gold foil needs more room than ink: check fine detail with Amberley Labels at proof.

Logo don’ts

Always use the supplied files as they are.



Don’t stretch or squash it



Don’t rotate it



Don’t use colours outside the palette



Don’t add shadows or effects



Don’t place it on busy backgrounds



Don’t use gold on cream for small logos



Don’t retype or rebuild the lockup



Don’t crowd it

Colour

Cream leads. It is the paper of the label and the ground of everything we make. Heritage green gives weight and contrast. Gold is the finishing touch: foil on the bottle, a hairline on screen.

LEAD COLOUR

Cream

HEX	#FCF7E9
RGB	252 247 233
Print	Cotton Extra White stock

Heritage green

HEX	#172F2A
RGB	23 47 42
Print	Amberley ref cs9356-694

Gold

HEX	#B19446
RGB	177 148 70
Print	Gold 429 N GTS hot foil

Cream tones

Cream deepening towards gold, like aged paper. Cream 100 is our cream. Use the deeper tones for layering. Heritage green text passes on every tone.

Cream 50	Cream 100	Cream 200	Cream 300	Cream 400	Cream 500	Cream 600
#FEFBF5	#FCF7E9	#F9F3E2	#F6F0DD	#F4ECD7	#F1E8D1	#EDE3C8

Green tints

Shades of Heritage green, mixed with cream. 100 to 60 work for text on cream. 50 and lighter are for dividers and lines.

100	90	80	70	60	50	40	30	20	10
#172F2A	#2E433D	#455750	#5C6B63	#65736B	#8A938A	#A0A79D	#B7BBB0	#CECFC3	#E5E3D6

Gold gradient

For screens only, on large gold marks such as the crest. Flat gold for hairlines and small marks. In print, gold is always foil.

Balance



Mostly cream and space. Green for type and weight. Gold in small, deliberate touches.

Colour pairings

The combinations we use, with their contrast. Anything not shown here isn't used.

Vines rooted in history

Green on cream

13.3:1

All text and marks.

Vines rooted in history

Green on Cream 400

12.1:1

All text and marks.

Vines rooted in history

Cream on green

13.3:1

All text and marks.

Vines rooted in history

Gold on green

4.9:1

Headings, figures, labels and marks.

Vines rooted in history

Green on gold

4.9:1

Short labels and buttons only.

Vines rooted in history

Gold on cream

2.7:1

Large marks and hairlines only. Never text.

Cream first

Start every layout on cream. Green is for contrast and weight, not the default background.

Gold in lines, not blocks

Gold appears as hairlines, initials, figures and foil. Never a large fill or a background.

Print

Gold is Gold 429 N GTS hot foil and the green is Amberley's mix cs9356-694, from the signed proof. CMYK and Pantone values still to confirm.

Typography

IvyJournal carries the brand: headings in Regular, reading text in Light. Inter is a quiet support act for small capitals and the small print, as on the back label.

Aa

IvyJournal

Use for	Headings, wine names, capitals and body copy
Weights	Light and Regular
Get it	Adobe Fonts

Aa

Inter

Use for	Small capital labels, legal text and interfaces
Weights	Regular and Medium
Get it	Google Fonts

Text styles

Vines rooted in history

IvyJournal Regular
54px · 40pt · line height 1.5 · tracking +4%

Our wines

IvyJournal Regular
36px · 26pt · line height 1.3 · tracking +3%

Bacchus · Vintage 2025

IvyJournal Regular
26px · 19pt · line height 1.3 · tracking +2%

RIFLE RANGE

IvyJournal Regular, capitals
20px · 14pt · line height 1.3 · tracking +16%

Our Bacchus is a still English white wine of clarity and poise.

IvyJournal Light, lead
22px · 15pt · line height 1.5 · tracking +1%

Rifle Range takes its name from the field on which these vines now stand. Today, the same ground is carefully tended with its legacy preserved.

IvyJournal Light, body
17px · 11pt · line height 1.6 · tracking +1%

RIFLERANGE.CO.UK

Inter Medium, capitals
13px · 8pt · line height 1.4 · tracking +18%

English White Wine. Produced by [TBC]. Contains sulphites.

Inter Regular, small print
12px · 7pt · line height 1.4 · tracking +4%

Sizes are shown for screen, then print. Sentence case for headings and subheads. Spaced capitals only for the name, labels and buttons. Where IvyJournal isn't available, such as email, use Georgia. Where Inter isn't, use Arial.

Text treatments

Editorial, spacious and confident. Gold accents come from the label: hairlines, initials, figures and numerals. One treatment leads each layout. The cream around it does the rest.

Vines Rooted in History

The ruled line
From the label. For straplines, sign-offs and the top of a page.

THE ESTATE

Where the rifle range once stood

The title
IvyJournal Light, large, with a capital line above.

46,000

VINES, IN BULLET-STRAIGHT ROWS

The figure
One true number, a gold hairline and a capital caption.

RIFLE RANGE takes its name from the field on which these vines now stand. Land once utilised by Australian forces, marshalled for service and purpose as the rifle range of Hurdcott Camp.

The initial
A light gold capital, sunk three lines deep, with the opening words in spaced capitals.

GRAPE	Bacchus
VINTAGE	2025
BOTTLES	Around 2,000
ESTATE	Hurdcott, Wiltshire

The ledger
Facts in a ruled list, like an estate record.

I THE LAND
II THE VINES
III THE WINE

The chapter mark
Roman numerals in gold, titles in spaced capitals.

Text treatments, continued

VINTAGE 2025

The vintage line

Regular capitals, centred between two gold hairlines.



The vintage ribbon

From the label, used exactly as drawn. Always the smaller element: 40% of the wordmark width.

Each bottle reflects the courageous stories once woven into this historic landscape.

FROM THE BACK LABEL

The pull line

One line of our own writing. Never a made-up quote.

One lead treatment

One treatment leads each layout, with at most one more in support.

Gold is a line

Never a highlight. No gold boxes behind words.

Space is the luxury

If it feels crowded, take something away.

Editorial typography

Bold, heritage and clean, like a good magazine. Large Light headlines, Regular capitals for weight, gold for numerals and notes, and plenty of cream.

Vines rooted
in history

THE RIFLE
RANGE OF
HURDCOTT CAMP

Weight contrast

Regular and Light in one headline. The quieter half in a green tint.

The inscription

Spaced IvyJournal capitals, centred, like a carved stone. For heritage moments.

1914	1917	2024
HURDCOTT CAMP OPENS ALONG THE VALLEY	THE MAP OF AUSTRALIA IS CUT INTO THE CHALK	OUR FIRST VINES ARE PLANTED

The ground
beneath the vines

From First World War camp to English vineyard: the story of the field that gave Rifle Range its name.

WORDS BY RIFLE RANGE

The timeline

Years in large Light numerals over a black rule, with a capital caption.

The standfirst

Headline, a lighter standfirst and a gold byline.

Editorial typography, continued

> “ Today, the same ground is carefully tended with its legacy preserved.
>
> FROM THE BACK LABEL

CONTENTS

I The land 02

II The vines 08

III The wine 14

The hanging quote

A gold opening mark hangs in the margin. Only ever our own words.

The contents

Numerals in gold, titles in Light, page numbers in capitals.

Chardonnay

VINTAGE 2025

From 1917, Australian soldiers cut a map of Australia into the chalk of Compton Down. It was scheduled as a monument in 2001.[1]

1 Historic England list entry 1020133 and report 80/2018. Full sources in Our story.

The wine title

The wine name large and Light, the vintage in Regular capitals, as on the bottle.

The source note

Gold note numbers and a ruled list of sources. History is always referenced.

Editorial typography, continued

THE ESTATE

Hurdcott

WILTSHIRE · ENGLAND

RIFLE RANGE THE LAND

Rifle Range takes its name from the field on which these vines now stand. In the First World War this ground was part of Hurdcott Camp, home to Australian soldiers.

HURDCOTT ESTATE 02

The stack

Capitals, one large Light word, capitals. Three sizes, one centre line.

Running heads

Small capitals at the head and foot of every page: the name, the chapter and the folio.

Bacchus



MEASURE

Body text sits in a column of 60 to 70 characters, in IvyJournal Light at 17px with a line height of 1.6. Paragraphs are separated by space, not indents. Lines are never left hanging with a single word.

The ribbon title

The wine name large and Light, with the vintage ribbon from the label beneath.

The measure

Comfortable line lengths, generous leading and no widows or orphans.

Big and Light

Headlines are large and Light. Regular is for capitals, wine names on the bottle and a word of emphasis.

Capitals with air

Spaced capitals for inscriptions, captions and the vintage. Never for running text.

Gold is for detail

Numerals, note marks, hairlines and the opening quote. Never whole headlines.

The crest

The Vigneron Crown carries the brand beyond the label. It seals, signs off and adds quiet ceremony, always in gold and always with room around it.



The vintage seal

The crest above the vintage ribbon from the label. For first releases, gifts and certificates.



The small seal

The crest above the vintage line. For small sizes, stickers and digital.



The estate seal

The crest within a ring of capitals. For certificates, corks, wax and blind embossing.



The monogram seal

The RR monogram within the same ring. For stickers, social and small round spaces.



The roundel seal

The capsule roundel within the ring, so the circle sits inside a circle. For capsule tops, corks and wax seals.



On green

Gold on Heritage green. Gift boxes, cases and the shelf.

The crest, continued



The letterhead

The crest centred at the head of a page, above a ruled address line.



Compliments slip

The crest, one line in Light and the address in capitals. Nothing else.



The sign-off

Small and centred, to close a letter, a menu or a card.



The watermark

The crest at large scale and 6% strength, cropped off the edge, like a blind emboss.

Gold only

Gold foil in print, gold or gold gradient on screen. Green only for the watermark, at 6%.

Once per piece

One crest per layout. Never repeated as a pattern.

The crest stands apart

Never beside the lockup at a similar size.

Photography

The land, the vines and the grapes, at golden hour. Close details and wide views, warm light, nothing staged. All photography here is from the September 2026 shoot on the estate.



Wide: the rows and the downs



Detail: ripe fruit



Detail: the working vineyard



Rooted: vine and soil



Wide: the estate



Golden hour light



Detail: close and warm



Detail: soft focus

Golden hour

Early morning or evening light. Warm, low and soft. Avoid flat midday light.

Close and wide

Pair a detail with a wide view. The land and the fruit tell the story.

People with care

Hands at work are welcome. Anyone shown drinking must be, and look, over 25.

The full photo library is on Google Drive (Salo team access): Rifle Range Grape Stills, September 2026.

Image treatments

Six ways to use our photography. Each one keeps the image honest and the page calm.



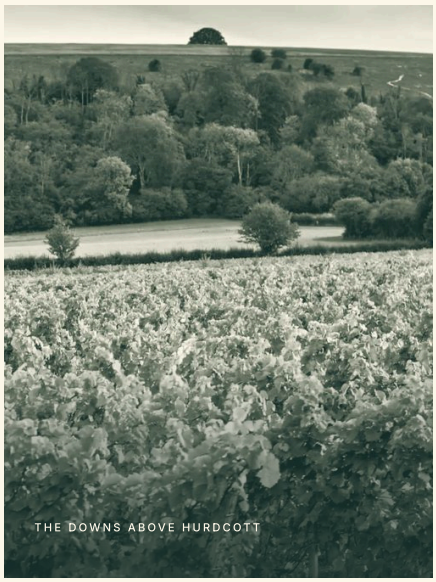
As shot

The default. Golden hour, natural colour, no filters.



The mat

A wide cream border and a capital caption, like a framed print.



Heritage tone

Green and cream duotone, for history stories and archive images only.





The pair

A tall detail beside a wide view, staggered.



THE ESTATE

Hurdcott, in the heart of Wiltshire

The band

The photo above, a cream band below holding the words.

01

THE FRUIT

Every grape is hand-picked.



Caption column

A narrow column of words beside a tall image that runs to the edge.

Real and natural

Our own estate and wines, in natural colour. Heritage tone is the only filter.

Words beside, not on

Type sits on cream beside or below the image. Over a photo only with the soft green shade.

Square, always

No rounded corners, frames or drop shadows.

Layouts

Square, spacious and editorial. Twelve ways to build a page, from a label to a poster to a social post.



Ceremonial

Centred and symmetrical, like the label. Covers, invitations, launches.



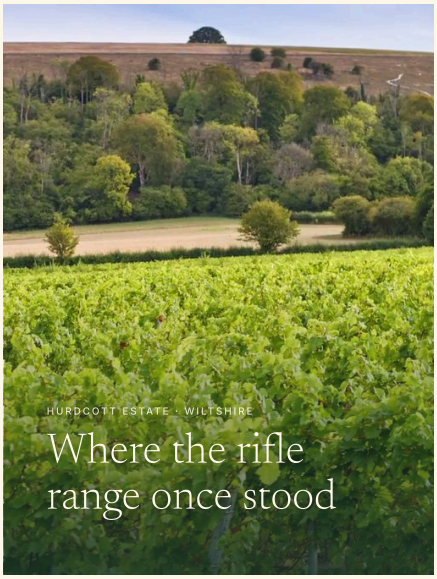
The figure

One true number, set big. Stories, social and press.



Image above

A photo above, cream below. Posters, adverts, social.



Full bleed

The landscape fills the page. A soft green shade at the foot carries the type.



The split

Half image, half words. Web sections, brochures, presentations.



The triptych

Three images, one rhythm, short capital captions. For journeys and processes.

Layouts, continued



Golden hour over the vineyard

The square

Image above a cream band, with the monogram. Instagram and digital ads.



PINOT NOIR · LATE SEPTEMBER

The gallery

One photo, matted like a print on a deeper cream. For hero moments.

FROM THE BACK LABEL

Each bottle reflects the courageous stories once woven into this landscape.

Type only

No image. A single line, set large, with room around it.

THE FIRST RELEASE

Vines rooted in history



HURDCOTT ESTATE · WILTSHIRE

The poster

Type first, a single image set into the page, capitals at head and foot.

Contents

I The land 02
II The vines 08
III The wine 14
IV The people 20



Contents page

Roman numerals, titles and page numbers, centred on one line, with an image to close.

Vines Rooted in History

HURDCOTT ESTATE · WILTSHIRE
RIFLERANGE.CO.UK

Back page

The crest, the strapline and the address, centred, with the page left quiet.

Generous margins

At least a tenth of the page width. More is better.

One idea per page

One headline, one image or one figure leads.

Centre for ceremony

Centred for covers and short moments. Long text is always left-aligned.

Thin lines

Hairline rules in green or gold divide content. No boxes.

Cream ground

Start on cream. A deeper cream tone or green changes the pace.

Captions in capitals

Short, spaced Inter capitals for captions, places and dates.

Editorial pieces

How the system comes together in print and on screen.



I THE LAND

Vines rooted in history

RIFLE RANGE takes its name from the field on which these vines now stand. In the First World War this ground was part of Hurdcott Camp. Today 46,000 vines stand here in bullet-straight rows.

RIFLE RANGE 02

Magazine spread

A full-bleed image facing one short story: chapter mark, title and a single paragraph with the initial.



Vines rooted in history

46,000

VINES, IN BULLET-STRAIGHT ROWS

Social set

Three post types that work as a grid: image, line and figure.

Editorial pieces, continued





01 PINOT NOIR AT GOLDEN HOUR, SEPTEMBER 2026. EVERY GRAPE IS HAND-PICKED.

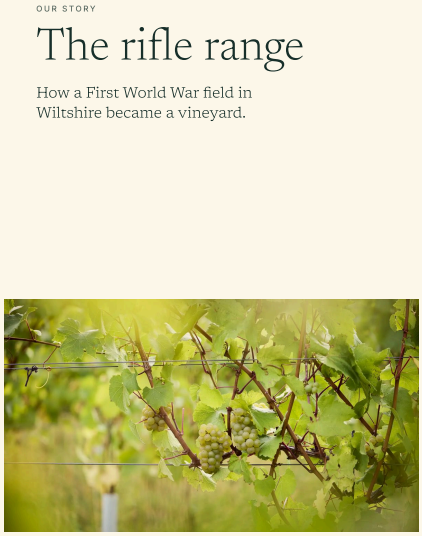
Photo essay

Images do the talking. One numbered caption, set small, beneath.



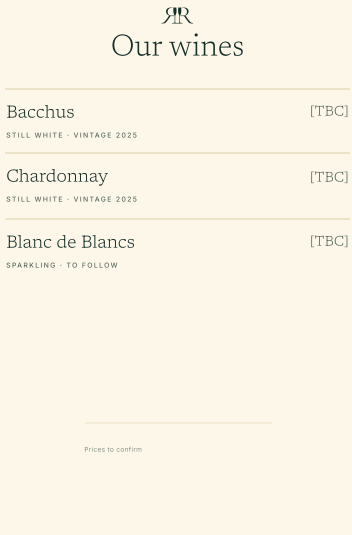
The cover

The name as a masthead in spaced capitals, over a single landscape.



The opener

A big title, one line of standfirst and an image running off the page.



Wine list

Name, style and price. Nothing more.

Editorial pieces, continued



Tasting card

A6, one wine per card. Name, vintage and one line of tasting note.



Event menu

The crest, the occasion and one course to a ruled line. Dishes are sample copy.

Write it first

Every piece starts from the words. Follow the voice guidelines and use only checked facts.

Keep it simple

One image, one title and one short paragraph is often enough.

Menus

One item to a ruled line. Wine names in IvyJournal, styles in capitals.

On the bottle

The label is where the brand was born. A cream front with the estate map in gold and a foil Vintage ribbon. A Heritage green back with the tasting note and the heritage story, and a cream panel for the legal details.



Front label



Back label, Bacchus



Back label, Chardonnay



Gold is foil, so it reads softer

Back labels from the May 2026 masters. The barcode area is shown blank.

Front

Cream, with the estate map in gold behind everything, the lockup, the foil Vintage ribbon and the wine name.

Back

Heritage green, with the wine and vintage in gold, the tasting note, the heritage story and riflerange.co.uk in gold capitals.

Legal panel

A cream band at the foot of the back label, in Inter, for the producer, volume, strength, units and symbols.

Light and dark labels

Cream fronts for white and rosé wines. The inverted dark front is for red wine.

Capsules

Gold and green foils, with the Vigneron Crown on the neck and the roundel on top.

Proof every run

Foil, embossing and debossing are checked on press with Amberley Labels.

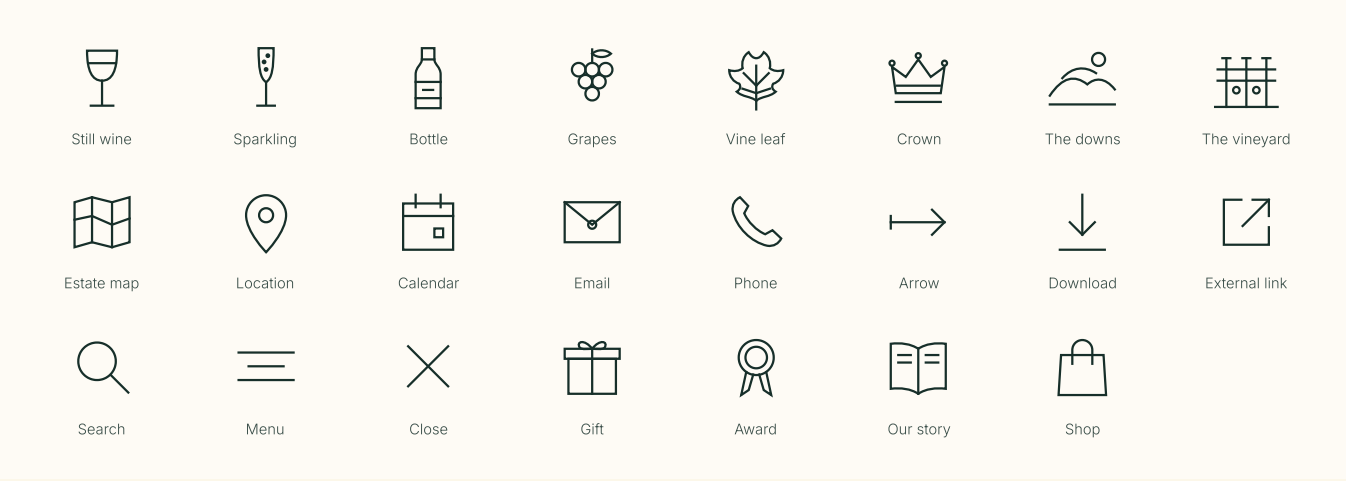
Print specification

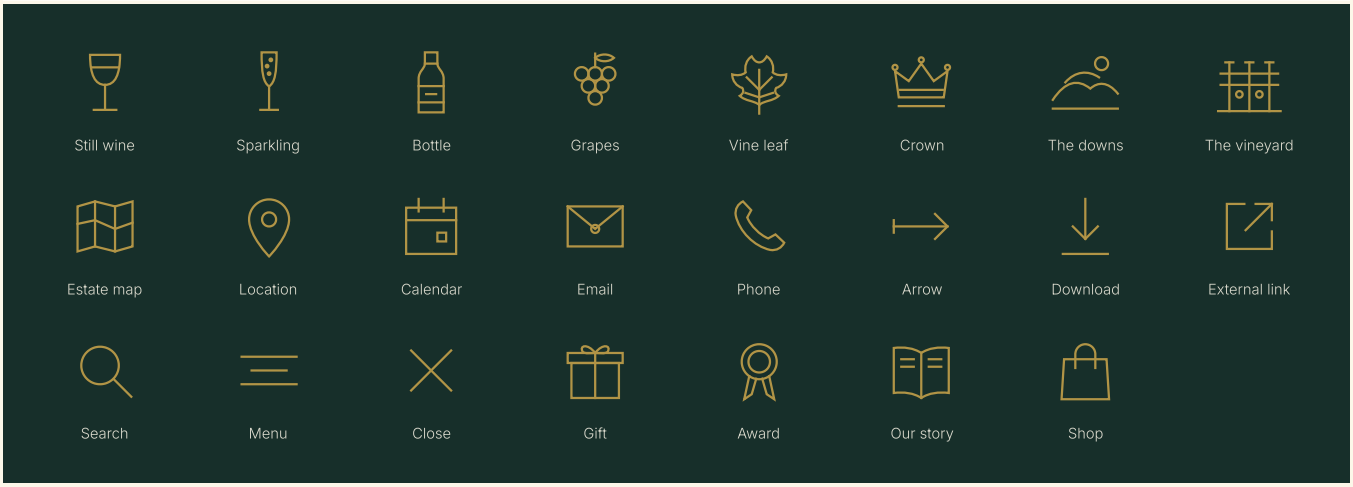
Printer	Amberley Labels
Stock	Cotton Extra White, uncoated
Gold	Gold 429 N GTS, premium hot foil
Green	Amberley ref cs9356-694
Finishes	Hot foil, emboss and deboss. No varnish
Front size	89.53mm × 87.63mm, special shape, square corners

From the signed Amberley proof, 1 October 2026.

Icons

Our own set, drawn for Rifle Range. One fine, even line with square ends, and subjects from the estate: the glass, the bottle, the vine, the crown and the downs.





How they're drawn

Grid	32 × 32, with 4px of space inside the edge
Line	0.9 throughout, one even weight
Ends	Square ends, sharp corners
Fill	None. Line only
Sizes	24px smallest, 32px default, 48px feature
Colour	Green on cream, cream or gold on green

Adding an icon

Draw it on the same grid with the same 0.9 line. Keep it simple enough to read at 24px. New icons are added to this set, never taken from another library. SVG files in green, cream and gold are in the online guidelines.

Brand colours only

Green on cream, cream or gold on green. Never a tint, never two colours in one icon.

One set

Only icons from this set. Don't mix in other libraries or filled icons.

Icons support words

Pair an icon with a label. Only universal icons, such as menu and close, stand alone.

04 Website

Buttons

Square and quiet, with the label in spaced Inter capitals, like riflerange.co.uk on the back label. A gold arrow gives each one a little life. On hover the colour changes and the arrow steps forward. The button never changes size.

Primary One per view, for the main action.	STANDARD DISCOVER OUR WINES →	HOVER AND FOCUS DISCOVER OUR WINES →
Secondary For a second action beside the primary.	STANDARD FIND A STOCKIST →	HOVER AND FOCUS FIND A STOCKIST →
Text link For quieter actions within text.	STANDARD READ OUR STORY →	HOVER AND FOCUS READ OUR STORY →
On green On Heritage green and dark photos.	STANDARD JOIN THE FIRST RELEASE →	HOVER AND FOCUS JOIN THE FIRST RELEASE →
Download The download icon replaces the arrow.	STANDARD TRADE SHEET ↓	HOVER AND FOCUS TRADE SHEET ↓

Label	Inter Medium, capitals, 11px, tracking +18%
Height	44px, with 22px either side of the label
Shape	Square corners, no border, no shadow
Arrow	A long arrow, 30 × 12px, 1.3px line. Gold on green, green on cream
Hover	Primary turns gold with a green label and arrow. Secondary turns green with a cream label and gold arrow. The arrow steps 4px forward. 300ms, ease out. Never changes size
Focus	A 2px outline, 3px away

Website rules

The basics every page follows. Components, image treatments and motion will be added once the brand detail is signed off.

Cream first

Pages start on cream. Green bands and deeper cream tones change the pace.

Square and spacious

Square corners everywhere. Generous margins and space between sections.

Wine first

One headline, one sentence and one button in a hero. The history follows.

Type

Headings in sentence case.
Spaced capitals only for the name, labels and buttons.

Real content

Only claims, figures and names Rifle Range have confirmed. Anything else is marked [TBC].

Age gate

Every page checks visitors are of legal drinking age before entry.

Our icons only

Icons from the Rifle Range set, always with a label.

Real photography

Our own estate and wines. AI images only as labelled placeholders.

Readable for everyone

WCAG 2.2 AA: 4.5:1 for text, 3:1 for large text and controls, visible focus, works with a keyboard.

