



BRAND BOOK

PREMIER PINOT NOIR



CLOS DE LA TECH

SANTA CRUZ MOUNTAINS

What we'll do for love. When you've set your heart on something, "no" is not an option. Disappointments are opportunities to learn. And each year we have expectations that the vintage will be transcendent.

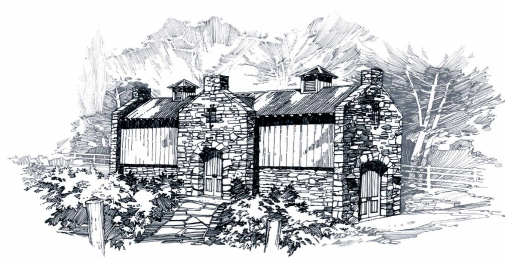
TJ Rodgers and Valeta Massey "LOVE Burgundy." Clos de la Tech has (quite literally) grown out of that love and commitment to making the best Pinot Noir in the New World. With three vineyards—one in Woodside and two in the Santa Cruz Mountains appellation—the Clos de la Tech brand is characterized as much by a Silicon Valley mindset that anything is possible as its Pinot Noirs are characterized by their excellence and ageability.

Pinot Noir grapes are some of the most finicky and difficult grapes to grow. Thin skins are easily damaged by temperature fluctuations. Exceptionally tight clusters prevent proper spray coverage to fight disease. And being a late-ripening grape, each day the clusters remain on the vine creates a high-stakes risk/reward decision. Clos de la Tech's first barrel of wine was made from 1994 grapes. Since then, high altitude vineyards with steep slopes, thin soils, and capricious climate have brought challenges. The winery's response is innovation.

After a cold spell killed every flower in 2005, Clos de la Tech came back with row-by-row mini-greenhouses, improving yield during bad weather and good. Mountain slopes with up to 35% grades spurred invention of a self-leveling tractor run on cables. Drones monitor for disease as well as spray for disease prevention. The weather stations monitor disease potential, minimizing sprays and also monitoring soil and leaf water potential. Vines are watered only when they're thirsty.

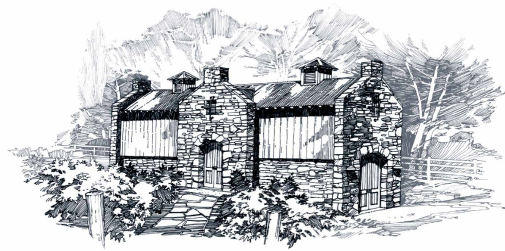
Hand farming, tipping, thinning, and harvesting techniques mean that Clos de la Tech crew members touch every single cane. Whole clusters of grapes are crushed by foot, reducing seed tannin in the wine. Juice flows by gravity to fermentors with native yeasts and no additional manipulation from pumping or filtration. Sensors automatically report fermentor temperatures and Brix levels, which are closely monitored. Wine is aged in caves tunneled into the mountain, resting in Francois Frères barrels 16 months—or longer if needed.

Challenging climate. Intensive hand-farming. Incredibly low yields. The results are worth it. When love is bottled, it has a Clos de la Tech label.



CLOS DE LA TECH

SANTA CRUZ MOUNTAINS



CLOS DE LA TECH

SANTA CRUZ MOUNTAINS

CUSTOM LOGOTYPE WITH TAGLINE OR URL

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CLOSDATECH.COM

CUSTOM LOGOTYPE STACK VERSION

**CLOS
DE LA
TECH**



VECTOR ART ILLUSTRATION AND LOGOTYPE



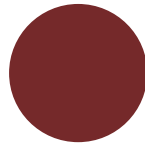
CLOS DE LA TECH COLOR PALETTE



BLACK
R0/G0/B0
#000000
C0/M0/Y0/K100



DARK GRAY
R102/G102/B102
#666666
C0/M0/Y0/K60



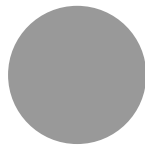
BURGUNDY
R117/G41/B42
#75292A
C33/M78/Y71/K27



YELLOW OCHER
R215/G177/B41
#D7B129
C17/M28/Y100/K0



VINE GREEN
R152/G154/B55
#989A37
C44/M28/Y99/K5



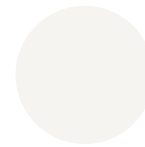
GRAY
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C43/M35/Y35/K0



LIGHT GRAY
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C19/M15/Y16/K0

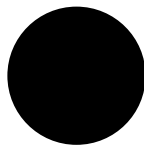


TOUPE
R220/G213/B204
#DCD5CC
C13/M13/Y17/K0

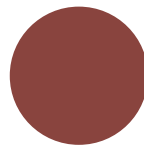


WEB BACKGROUND
R245/G244/B240
#F5F4F0

COLOR PALETTE FOR PMS SPOT COLOR PRINTING



SPOT COLOR
BLACK



SPOT COLOR
PMS 491

Bodoni Roman

Lorem ipsum dolor sit amet, consectetur
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Bodoni Italic

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Bodoni Bold

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WEB FONT PACKAGE

Bodoni Moda Regular

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Bodoni Moda SemiBold

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Bodoni Moda Bold

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Gill Sans Regular

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Gill Sans Semibold

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Gill Sans Bold

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Montserrat Light

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Montserrat Regular

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Montserrat SemiBold

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CLOS DE LA TECH BOTTLES



Domaine du Docteur Rodgers



Santa Cruz Mountain Estates



Domaine Valeta Sunny Slope



Domaine Lois Louis Cote Sud



Domaine Lois Louis Twisty Ridge



Pinot Noir



The Wines 1



The Wines 2



The Winery



Domaine du Docteur Rodgers
The Home Vineyard



Domaine Valeta
The Snow Vineyard



Domaine Lois Louise
Mom's Vineyard



Clos de la Tech Cave

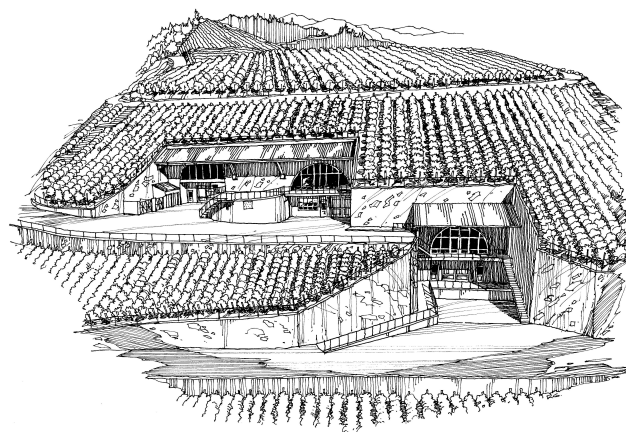


Domaine Valeta Grapes



Clos de la Tech Wine Pour

ILLUSTRATIONS



SIGNATURES

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Jalesta Rodgers