

**EXETER**

*Style Guide*

## EXETER WRITING STYLE

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With passion for an experience and moments shared with both loved ones and friends yet to be acquainted, Exeter crafts a wine that inspires. Every bottle of Exeter Wine come with a unique poem for that varietal. Nine lines. One moment. A memory or emotion brought on by a bottle of fine wine. Exeter, more than just a wine, is an experience in a bottle. Pour. Share. Let the stories unfold.

In describing our wines, we avoid language of aficionados like tannins or acidity. Most millennials, our largest market, have little desire to analyse wine with a high level of scrutiny. We prefer simple descriptors that a casual wine drinker can understand and appreciate. Most importantly, we paint a picture. Describing an experience of drinking the wine is as important, if not more so, than the taste.

We welcome a poetic license in our writing style and perfect grammar can be ignored as long as copy is punctuated appropriately and reads with a rhythmic cadence. Alliteration allows a flow and focus that is favoured in our sentence structure. Occasionally, we use long, flowing sentences, broken up with pauses — to let the reader soak in the meaning — and follow them with one or two word sentences, adding a verbal punctuation. A punch.

Exeter Wine descriptions are written in the present tense from the second person, putting the reader directly in the moment. Common punctuation includes full stops at the end of a sentence or brief impactful statement, em dashes — never hyphens — for a brief pause or in place of a parenthetical, commas for a long pause or to break up a list, and we always use an oxford comma. The occasional question or exclamation can be made sparingly to ensure they're used to maximum effectiveness to engage the reader. We avoid semi-colons, colons, parentheses, and brackets as we don't want to list or bore the reader with a technical look to a body of text. We always want to keep the sentence flowing, pulling the reader in.

The structures of the sentences within the piece must have a balance, long flowing sentences are good, but don't overuse them,. There must be suitable amount of contrasting shorter quicker sentences to balance out the writing. A helpful tip for making sure the syntax and grammar of the sentences have this balance between long flowing and short and punchy is to again read the copy out loud as if you were reading a poem, get a feel for the way it flows and reads as a whole, and how your able to orate the piece, as we want the piece to be spoken the same way it reads.

The poetic license we use in sentence structure doesn't however extend to spelling conventions. Using the Australian Oxford Dictionary, Exeter's copy must be spelled correctly. We want our copy to stand out as creative yet professional.

Poems  
Have few rules  
Nine lines  
Up to 140 characters  
No punctuation  
Capitals on each line  
With the last line  
Reserved for  
#ExperienceExeter

### MANDATORIES

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Descriptions should be a single paragraph between 90 and 110 words and begin with "This (descriptive) (Wine Varietal)..." The brand name Exeter should be mentioned once, along with King Valley once, and the wine name should be used twice.

**BRAND**

**PRODUCT**

**LOCATION**

**EXETER**

**EXETER WINES**

**EXETER VINEYARD**

## PUNCTUATION AND SPELLING

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Full Stop	.	Common
Comma	,	Common
Em Dash	—	Common
Question Mark	?	Rare
Exclamation Mark	!	Rare
Colon	:	Never
Semi-colon	;	Never
Parentheses	( )	Never
Brackets	[ ]	Never

Hyphen	-	In-word
Quotation Marks	“ ”	Double
Per Cent	%	Written
Dollars	\$	Symbol
Time	pm	Lowercase
Accents	é	Used
Numbers	1 – 9	Written
Numbers	10 +	Numbered
Measurements	9°	Numbered

### ABBREVIATIONS

Days should be spelled out and punctuation on other abbreviations — Monday, Mrs.

No punctuation marks in acronyms — RMIT.

### CAPITALIZATION

Headings should be ALL CAPS, bold, and centre aligned.

Use maximal capitalisation for subheadings and titles.

Maximal capitalisation for official names or job titles— Vice-Chancellor, Director of Marketing

Generic job titles are not capitalised — engineers, teachers, advisers

Capitalisation for restaurant dishes or wine varietals — Pinot Noir

No capitals for generic references to dishes — lemon meringue pie, Vietnamese rice paper rolls

### SPELLING PREFERENCES

Australian Oxford English Dictionary

Australian spelling preferences apply — -re, -our, -ise

### DATE AND TIME

Dates should be presented as 16 June 2017 or if including the day of the week — Friday 16 June 2017.

Use lower case am or pm e.g. 2pm or 9am. Use noon or midnight to define 12pm or 12am.

### NUMERALS

Numbers one to nine are spelled out and numbers over nine are written as numerals.

The exceptions to this rule are when numbers are used at the start of a sentence, when numbers are used for measurement and are accompanied by a symbol — 6km, 12°C, \$9.50, \$12 — in mathematical contexts, or in tables.

Thousands to be shown without comma, up to four places — 1000, 10,000

Larger complex numbers should be used as a combination of words and numerals — 2.5 million.

### WEBSITES

No http prefix for web addresses — [www.facebook.com/exeterwines](http://www.facebook.com/exeterwines), [www.exeterwines.co.au](http://www.exeterwines.co.au)

Hashtags should have capitalisation for each word — #ExeterExperience

## EXETER VISUAL STYLE

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### BOLD AND ITALICS

Use italics only for publications and periodicals — *Wine Spectator, Sydney Morning Herald*

Use bold only for headings that are in ALL CAPS — **EXPERIENCE EXETER**

### TYPEFACES

Printed body copy should be Gotham Extra Light 10 pt with 1.2x line spacing, justified.

Printed headlines should be Gotham Bold 12 pt, centre aligned.

Printed nine line poems should be Fabfelt Script Bold 14 pt with 1.2x line spacing, left aligned.

Web body copy should be Montserrat Regular 12 pt with 1.2x line spacing, justified.

Web headlines should be Montserrat Bold 14 pt. ALL CAPS, centre aligned.

Tagline “A wine that inspires” should be Fabfelt Script Bold

### BRANDING

When referring to the company or brand, use Exeter.

When referring to our products, use Exeter Wines or specific varietal — Exeter Pinot Noir

When referring to our location, use Exeter Vineyard.

# EXPERIENCE EXETER

*A wine that inspires.*