

FONTS USE:

BRANDING:

NEUMATIC GOTHIC – BLACK
/ Size 55 / Spacing 75
/Line 60

TAGLINES / TITLE:

SOURCE SANS VARIABLE - Bold
/ Size 20 / Spacing 300 / Line 35

BODY:

Source Sans Pro - Semibold / Size 11 / Spacing 15 / Line 18

HEADER 1:

NEUMATIC GOTHIC – BLACK
/ Size 32 / Spacing 75 / Line 35

HEADER 2:

DIN Condensed Bold – Bold / Size 17 / Spacing 30 / Line 24

QUOTES:

Neumatic Gothic – ExtraBold / Size 20 / Spacing 30 / Line 25

SOURCE SANS VARIABLE - BOLD / Size 11 / Spacing 250 / Line 18

CREDITS / NAVIGATION / HEADER 3 (SHORTER):

DIN Condensed Bold – Bold / Size 9 / Spacing 50 / Line 20

DIN Condensed Bold – Bold / Size 14 / Spacing 50 / Line 20



HOUSE of SMITH

PREMIUM WINE

POPUP is the first chapter of my new wine story. It's a story of innovation by an American wine-maker...a fresh, contemporary, of-the-moment take on one of the world's most celebrated traditions...wine with bubbles.

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POPUP IS THE FIRST CHAPTER OF MY NEW WINE STORY

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"It's a story of innovation by an American winemaker"

- CHARLES SMITH

POPUP SUBSTANCE SIXTO LEIGHTON GOLDEN WEST



POPUP - Created by Charles Smith

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