



Luna Nuda

Branding Guidelines

2026

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Overview

Luna Nuda: Handpicked for you

Luna Nuda Wines is an Italian wine brand known for its exceptional quality and commitment to producing fine, authentic wines that reflect the rich heritage and bright future of the Trentino region. The name Luna Nuda translates to naked or full moon, symbolizing the purity and natural beauty of the land. The winery focuses on handcrafting wines that highlight the unique characteristics of local grape varieties, such as Pinot Grigio, while employing sustainable farming practices that promote biodiversity. Luna Nuda Wines has grown to combine tradition and innovation to offer a sophisticated range of wines from all over Italy that embody an elegance, freshness, and balance that make each of our wines perfect for elevating the everyday.

Alfons Giovanett, founder of Castelfeder Winery where Luna Nuda is produced, was fascinated by the effect the phases of the moon has on the winemaking process, and believed that pruning vines, bottling wine, and even tasting is best done under a full, or naked moon. (Today, many of these practices are a part of biodynamic winemaking). He believed that these practices not only elevated the quality of the wine, but would bring good fortune. Alfons would gather family and friends on the night of each full moon and raise a glass to the positive energy of the lunar cycle.

For Luna Nuda, winemaking isn't complicated. Our "woman in the moon" is the spirit of Italian winemaking. We hand pick, hand select, all of our grapes. because we care about the quality of wine and traditions of Alto Adige. The result is a brand that's effortless and easy to enjoy – every day.



Brand Values

Authentic

Luna Nuda is an authentic representation of its place and makers. For Luna Nuda’s consumer, its consistency and dependability as an affordable, everyday brand places the importance of long-term relationships over short-term goals.

Approachable

Everything about Luna Nuda from its taste profile to price point makes it an accessible brand. It’s an approachable port of entry to the complex world of Italian wine.

Playful

Luna Nuda doesn’t take itself too seriously, and neither should you. It’s zesty, bright, and celebratory. You can share a laugh and a drink with the “Woman in the Moon.”

Classy

Luna Nuda is imbued with old world charm. It’s the classy wine brand you pick up at the store to share with friends and family.



Voice & Tone

Defining the way our brand communicates...

Say it like you mean it

Luna Nuda is the friend you invited over to cook dinner, the co-worker you’re meeting at the wine bar afterwork to debrief the day, and the sister you spend hours talking to on the phone every night. The tone is conversational, sophisticated, honest, and trustworthy.

Yes, to the Oxford comma. Luna Nuda straddles the line between modernity and tradition. Luna Nuda’s descriptions and assertions are well-informed, but not overly technical.

Luna Nuda is a brand that seeks to bring people together. Word choice and descriptions should express inclusivity, not exclusivity.



Primary Logo – Whitespace



The primary logo is a 2-color logo. Only use Luna Nuda blue and Moon gold for the 2-color logo. It is appropriate to use for all varietals. Never separate logo elements. change spatial relationship, or distort the logo to fit a design.

Logo



The Luna Nuda wines’ logo features a distinctive design that reflects the brand’s connection to the natural world and its focus on high-quality, artisan wines. The name "Luna Nuda" translates from Italian to "Naked Moon," which ties into the logo’s imagery and the brand's overall philosophy.

The logo imagery uses clean lines and elegant colors, which align with the approachable, classic qualities of the wines they produce.

The logo’s design is modern yet evokes a sense of timelessness, which fits well with Luna Nuda's philosophy of crafting wines that are true to their roots, with an emphasis on quality and authenticity for the modern consumer .



1-color variations of the primary logo can be used on light or dark background (Gold logo on dark backgrounds, blue logo on light color backgrounds). The gold and blue are appropriate for use with all varietals.

The 1-color rose and red logo can be used with their corresponding varietals, but do not use in any other instance (i.e. do not use the rose color logo with the Pinot Grigio or Red blend). Use the rose logo for rose and rose Prosecco only. Use the red logo for red blend only.

Logo - Secondary



The secondary logo is a 1-color logo with a horizontal orientation. The same color usage rules apply for the secondary logo. Blue and gold are suitable for all varietals. Use the rose and red logos for the appropriate varietals only.



Flat black-and-white logos are available to use when necessary.

Color

Gold Gradient

#AC936E ~ #D9D9D9

White

#F9F9F9

Silver Gray

#D9D9D9

LN Blue

#395775

Moon Gold

#AC936E

Red Blend

#A45768

Rose Pink

#CC877F

Moon Blossom Pink

#B35057

Typography

Goldenbook Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcćdefghijklmnopqrstuvwxyz
1234567890‘?’“!”(%)[#]{@}/&\«+÷×=>®©\$€£¥¢:;,.*

Playfair Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcćdefghijklmnopqrstuvwxyz
1234567890‘?’“!”(%)[#]{@}/&\«+÷×=>®©\$€£¥¢:;,.*

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcćdefghijklmnopqrstuvwxyz
1234567890‘?’“!”(%)[#]{@}/&\<-+÷×=>®©\$€£¥¢:;,.*

Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcćdefghijklmnopqrstuvwxyz
1234567890‘?’“!”(%)[#]{@}/&\<-+÷×=>®©\$€£¥¢:;,.*

Imagery

Luna Nuda's imagery centers on a gold crescent moon scattered with stars — the "naked moon" mark that appears on every label — set against deep LN Blue, Moon Gold, and varietal accent colors (rose pink, deep red) drawn from real Italian vineyard photography in Alto Adige, Sicily, and Treviso. It reads as understated Italian elegance: clean bottle shots on white, warm sunlit vineyard rows, and just enough celestial detail to hint at the brand's lunar-winemaking story without tipping into fussy or overly mystical.



Audience

**Trendy Urban
Professional**

**Suburban Wine
Enthusiast**

**Stylish and Social
Millennial/Gen-Z**

**Eco-Conscious
Foodie**