

GUIDELINES

CHATEAU
PARADIS CASSEUIL
BORDEAUX



CONTENTS

01 Presentation

INTRODUCTION

MANIFESTO

THE WINE

ICONOGRAPHY

02 Elements of Identity

LOGO

USAGE GUIDELINES

TYPOGRAPHY AND COLOURS

GRAPHIC ELEMENTS

03 Guidelines for Display

KEY VISUAL / PRESS ADVERTISING

DISPLAY WINDOW



PARADIS CASSETIL GUIDELINES

01

PRESENTATION

ENTRE DEUX MERS —

"At Chateau Paradis Casseuil, our challenge is to develop an organically managed wine estate that tell the story of its roots. We are in the Entre-Deux-Mers region, a territory with a longstanding family approach to viticulture that has grown and evolved through the years. Today, many find it hard to make ends meet and this inherited model seems to be running out of steam.

This is when we need to be inventive and look for new points of balance:

How can we create a sustainable model for our estate considering that the consistency of our vintages is threatened by climate change and the requirements placed on our organic approach are increasingly demanding?

In January 2024 we acquired a property of some 20 hectares equipped with its own winery and cellar as a way to improve the precision of our winemaking processes. The goal? To move forward and enhance the expression of the different terroirs that make up Paradis Casseuil.

As from the 2023 vintage, we will also release a white wine.

It is by investing even more in this land during these difficult times that we will strengthen our roots and prove through concrete actions how much we believe in Bordeaux. We are convinced of its capacity to inspire new dreams with wines that are both affordable and delicious, with a viticultural approach that is environmentally conscious, and with areas where biodiversity is preserved. Now more than ever, Paradis Casseuil is committed to sharing wines that embody exciting human adventures that find their inspiration in the flow of nature."



Saskia de Rothschild
Executive Chairwoman

MANIFESTO

It remains a mystery when and why the property became known as the “Vines from Paradise”, although such a gracious denomination can certainly not be contested!

ONE PLACE —

Château Paradis Casseuil is located at the confluence of two powerful streams that merge with the land: Entre-Deux-Mers is a region in Bordeaux that is bordered by the rivers Dordogne and Garonne. It is surrounded by an imposing forest that embraces the humid valleys and hilly slopes.

ONE PARADISE —

The idea of paradise does not need any superfluous elaborations: an evocative word that wonderfully describes this valley located in a bucolic setting of rolling hills overlooking the Garonne river and cradled by an enchanted forest.

Casseuil, from Old French “casse” meaning oak, anchors us to the land: an imposing secular oak throne dominating the plots of a place called Paradis.

ONE NATURE —

Since its acquisition in 1984, Château Paradis Casseuil has gradually evolved and grown from 14 to 44 hectares, sprawling across three communes: Casseuil, Caudrot and Sainte-Foy-la-Longue.

The property is in the process of conversion to organic agriculture and all vineyard chores are conducted following the know-how of DBR Lafite vine growers, promoting biodiversity and adopting an attentive and virtuous approach to vineyard management.

MANIFESTO



- 1: Approximately 20 cm in depth, white nodules
- 2: Approximately 30-40 cm in depth, light brown clay
- 3: Silt clay, light yellow, friable nodules

A VINEYARD —

The very essence of Chateau Paradis Casseuil resides in its terroir, shaped by the soft sandstone of the Agen region –a distinctive geological formation of the Entre-Deux-Mers plateau– and also by the chalky soil of Astéries, which surfaces in the place called “Le Paradis”.

Each plots in the vineyard is a living canvas woven by a variety of geological formations such as sandstoned limestone, marls, claystone with lime nodules, and multi-coloured magnesian sandstone.

The soil is often rich in clay and limestone, offering an exceptionally porous structure that is ideal for a firm anchoring of the roots. The inherent freshness of these lands constitutes a valuable asset that cools the vines during the coming hot seasons.

These unique characteristics were discovered during a detailed exploratory study conducted by the property's teams.

No less than 80 pits, dug down to a depth of at least 6 feet between vine rows, unveiled some of the secrets hidden under our feet.

Once the soil was completely mapped, the different parcels were reorganised with a view to optimising the interaction between the soil, the grape varieties, the row orientation and the steep gradients that are characteristic of this place.

The study also revealed the presence of terroirs that are especially suitable for planting Sauvignon Blanc and Sémillon.

Château Paradis Casseuil will also be available in white.

This new project that opens for Paradis Casseuil will take some 10 years to complete and will require the transformation of at least 14 hectares.

MANIFESTO



NATURE IS OUR CASTLE —

Once we discover the vine parcels in perfect harmony with the surrounding wild areas and the local flora and fauna, a real Eden opens before our eyes. Constructions are virtually absent, except for some vine growers' cottages or old tobacco drying sheds harmoniously dotted across the frame.

The views, the depth and the almost surreal height make Paradis Casseuil a landscape of idyllic beauty.

This is a place where human intervention, still discrete and respectful, blends particularly well with the splendorous nature, creating a manifest balance between man and his surroundings.

WE TASTE A BORDEAUX IN A RED
AND A WHITE VERSION, WE DRINK A LANDSCAPE, 
A  NATURE.

WE DISCOVER A DIVERSIFIED TERROIR BETWEEN
THE LAND AND THE  RIVER. A VINEYARD THAT IS
CAREFULLY AND THOUGHTFULLY MANAGED BY A TEAM
OF  EXPERIENCED PROFESSIONALS.

73 HA ARE IN PRODUCTION IN 2024. THE PROPERTY IS IN THE
PROCESS OF CONVERSION TO  ORGANIC
AGRICULTURE.

“Landscape is a
lesson in modesty,
in humility”

CLAUDE MONET



CHATEAU
PARADIS CASSEUIL
BORDEAUX

CULTIVATING BETWEEN EARTH AND HEAVEN



02

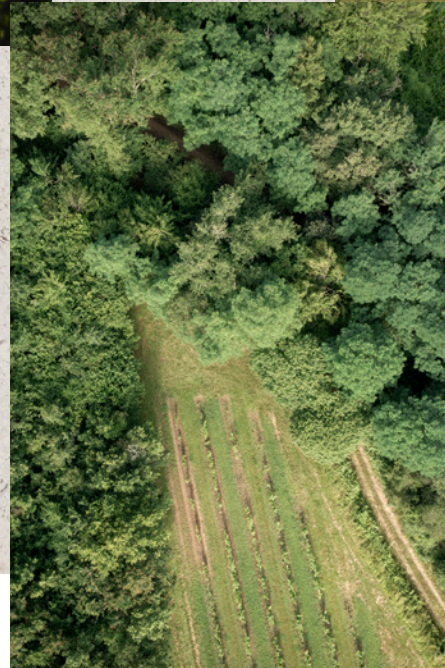
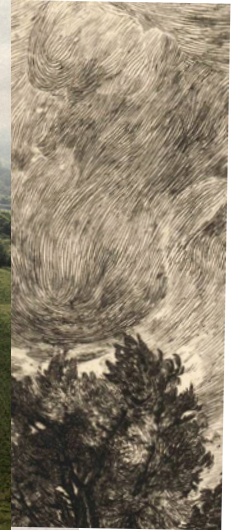
ART DIRECTION

Depth

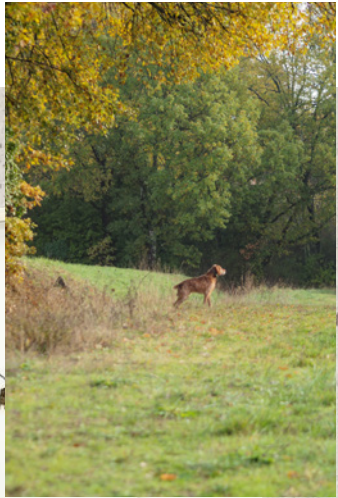


Height

Views from... Views towards...



Nature As a collection of images, of points of view.



The aesthetics of the ordinary





03

ELEMENTS OF IDENTITY



THE RED WINE LABEL

17

The view on the label: The illustration is evocative of the notion of a horizon open “as far as the eye can see”, of depth, but it also makes reference to paradise as a Garden of Eden, of an endless beyond that can only be discovered partially...

A hot and bright red.
The centennial oak as a symbol.

White, a new colour for Paradis Casseuil

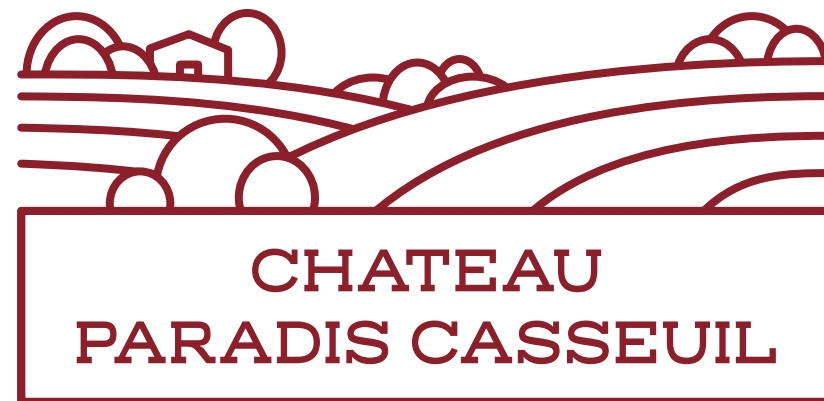




THE WHITE WINE LABEL

Variation on a bottle tinted in dead leaf tones with a print
in deep green colour.

STAMP



20

The Château Paradis Casseuil stamp incorporates its particular constituent elements: the overarching view, the vine grower's cottage, the vine rows that plunge into the valley.

LOGO

CHATEAU

PARADIS CASSEUIL

GRAPHIC ELEMENTS



Much like a primitive language, illustrations punctuate the identity and express the diversity of the landscape.

COLOUR CODES

Dark Charcoal

#272827
Pantone 419 C
C76 M65 J66 N90
RVB 39 40 40

Verdant forest

#3f4825
Pantone 4217 C
C46 M10 J96 N61
RVB 63 73 38

Red

#8f2008
Pantone 7621 C
Co M100 J87 N22
RVB 144 32 9

Light Green

#b0a77e
Pantone 5855 C
C21 M14 J47 N3
RVB 177 167 126

Ash Grey

#b6b5a5
Pantone 4177 C
C24 M15 J24 N0
RVB 183 182 166

Isabelline

#f3f0ea
Pantone pastel 9043
C5 M5 J9 N0
RVB 243 240 234

TYPOGRAPHY

Mrs Eaves OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890

Regular text, headers, label
mentions

CN Typewriter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz
1234567890

Headers, label mentions

SACKERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890

Label mentions



04

GUIDELINES FOR DISPLAY

DISPLAY WINDOW



Background :
reinforced corrugated cardboard
board, printed

Painting on window or vinyl cutout

Painting on window or vinyl cutout

Display plinth made of reinforced cor-
rugated cardboard board, printed

Display plinth made of organic MDF
or pdf printed on the base

KEY VISUAL



Principle visual available in red, white
and red + white

KEY VISUAL



Principle visual available in red, white and red + white

ENTERTAIN

At the property

- Conviviality
- The beauty of simplicity
- New uses for natural elements
- Truly on-site events



ENTERTAIN

Paradis Casseuil
outside the estate

An unexpected location
that inspires conviviality

Sharing

Tasty cuisine based on
the staging of simple
products

A chef out of the
mainstream



Thank you

