



Chablis



Beaune



Mâcon

The Cité has modified its name and has created a new visual identity

Bourgogne, October 5, 2021

By creating a new trademark, the Cité des Climats et vins de Bourgogne is affirming its identity. Its new name and logo highlight the uniqueness of Bourgogne.

► A name which will further enhance the uniqueness of the Bourgogne wine region

Cité des vins et des Climats de Bourgogne has become **Cité des Climats et vins de Bourgogne**. This evolution, which highlights the notion of **Climats**, reflects the *raison d'être* of this Cité: to highlight and help as many people as possible discover that Bourgogne is the birthplace of a great viticultural model; it is the archetype of terroir-based vineyards and is constantly searching to achieve results that are embodied in the Climats.



In Bourgogne, the **Climat** designates a **parcel of vines** which has been progressively and precisely **delimited** by man and **identified by a given name for centuries**, often since the Middle Ages. Each Climat has its own geological, soil, hydrometric and exposure characteristics. The production of each Climat is **vinified separately**, from a **single grape variety**. A wine produced in this manner takes the name of the **Climat from which it is made**. The personality of the Climat is expressed in the wine, vintage after vintage, thanks to the **winegrower's know-how**. Nowhere else in the world has anyone tried **to link**, in such a precise and intimate way, **wine production to its place of origin**.

► A new visual identity combining tradition and modernity



JPM Partner, a Dijon-based agency with over 30 years of experience, was entrusted with the creation of the Cité's new branding and communication identity.

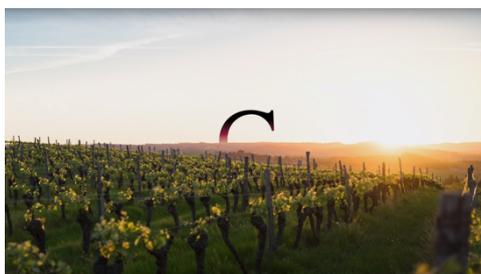
Combining tradition and modernity, this new visual identity is composed of two significant elements:

- a **modern text block** combining bold and thin lettering to give rhythm, accessibility and value to "Climats & vins" in particular.
- a **strong identity feature** with a capital "C", in reference to the essential notions of *Climats*, *Culture*, *Clos*, *Côte*, *Cité*... associated with **the vine leaf**, a living symbol, emblematic of the world of vines and wine, with its star-like contour reminding us of radiation, openness and experience, thus becoming the emblem of the Cité.

Concerning the color concept, a black-gold matte duo was chosen:

- **BLACK** evoking a timeless elegance, the color of ripe grapes (Pinot Noir), the darkness of the cellar.
- **MATTE GOLD** for light, conviviality, the nuances of the vine foliage in autumn, or even the earth - the soil - the subsoil, essential elements for vine development.

The "**matte gold**" color is not just for the **vine leaf**. It enables rapid identification of the world of wine, but also the three cities of **Chablis**, **Beaune** and **Mâcon**, thus highlighting the Cité network, which is spread out over the entire region of Bourgogne.



Discover the presentation video of the new visual identity by clicking this link :
<https://youtu.be/NkbKoxu7lI8>

About the Cité des Climats et vins de Bourgogne

The **Cité des Climats et vins de Bourgogne** is a network of **three cultural and touristic sites**, which extends throughout the vineyards from three cities: Chablis, Beaune and Mâcon. Open to all, it allows you to discover this great vineyard shaped by man for centuries through friendly, fun and educational experiences.



Follow the progress of the Cité on www.cite-vins-bourgogne.fr/en/

Contact: Chloé Butet – Communication manager - Tel. 06 49 43 44 39 - chloe.butet@bivb.com