

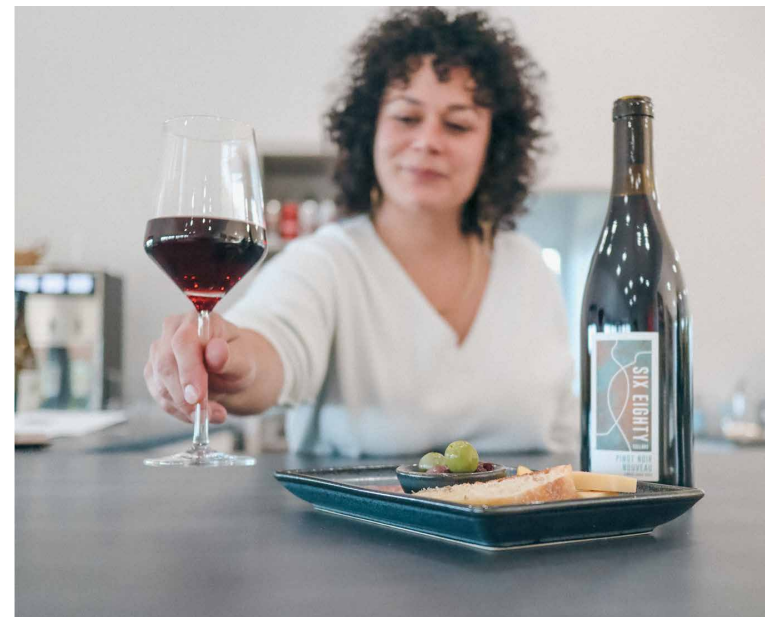
SIX EIGHTY CELLARS®

BRAND GUIDELINES



OUR MISSION

Six Eighty Cellars crafts exceptional wines and creates personalized, engaging experiences. We are committed to sustainable practices and deep community connections, making a meaningful impact through innovative winemaking, authenticity, and community empowerment.





OUR VISION

Six Eighty Cellars creates spaces that engage, inspire, and empower. We advance the Finger Lakes' wine story by blending traditional techniques with modern creativity, offering unique and memorable experiences that resonate beyond our region.

HOW DO WE DO THIS?

INNOVATION

We are pioneers in winemaking, combining ancient earthenware with cutting-edge methods. Our innovative approach brings new experiences to our community and showcases the potential of the Finger Lakes. From carbonic Cabernet Franc to whole cluster Cayuga and terracotta fermented Cabernet Franc appassimento, we embrace every possibility to create distinctive wines.

COMMUNITY

People are at the heart of Six Eighty Cellars. We create a welcoming environment where employees are encouraged to grow and pursue their passions. Our approach to hospitality is immersive and personalized, offering tailored tastings that invite guests to explore our wines beyond the standard experience. We are deeply rooted in our local community, sourcing ingredients from nearby producers, promoting local artists and musicians, and are always lending a helping hand.

SUSTAINABILITY

Sustainability guides everything we do. We source exclusively from our Certified Sustainable estate vineyards and employ holistic practices to ensure the health of our crops and the planet. Our low-intervention winemaking philosophy and our focus on employee empowerment reflect our commitment to a sustainable future.

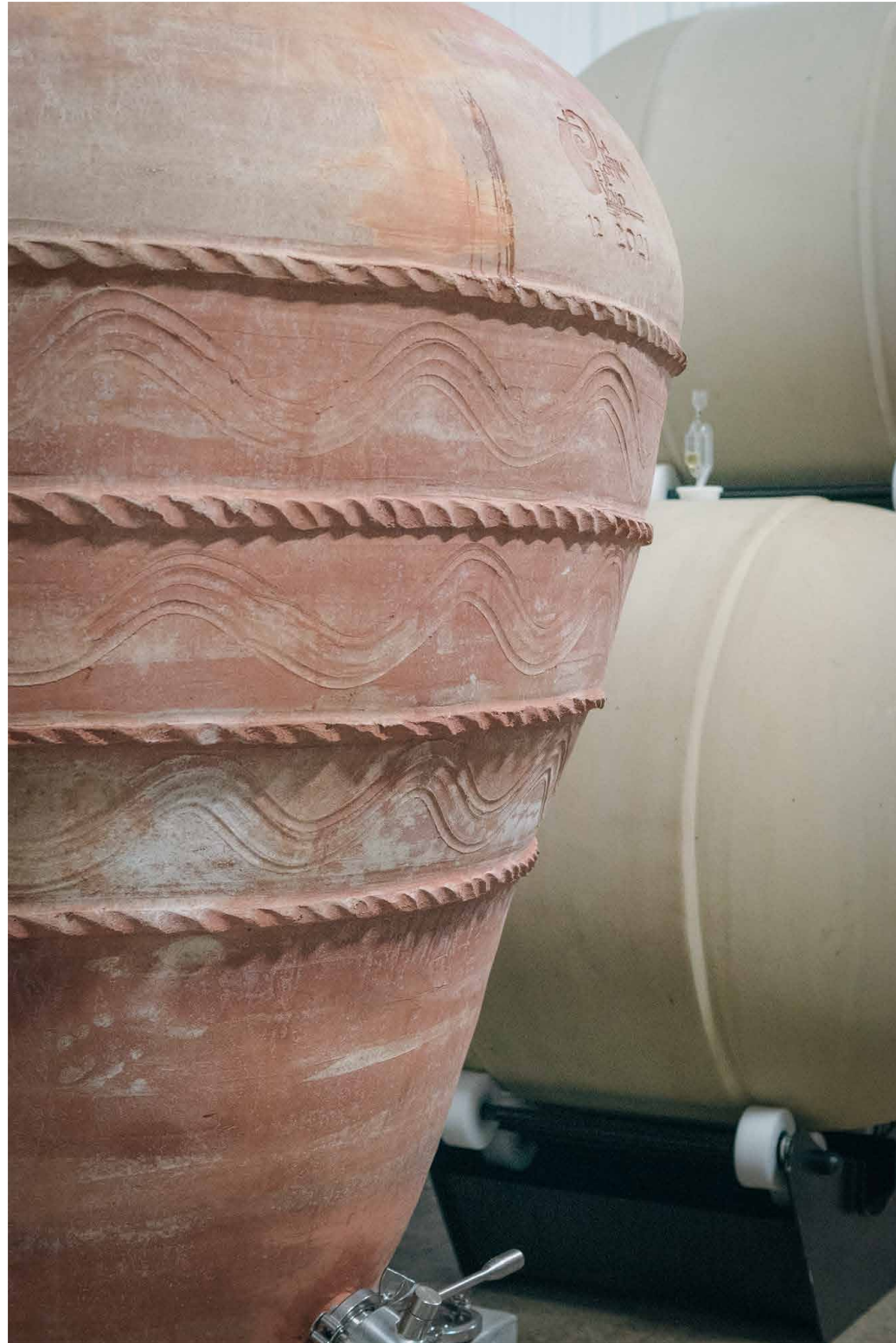
WRITTEN AND

VERBAL WORLD



LONGFORM DESCRIPTION

Founded in 2020 in New York's Finger Lakes region, Six Eighty Cellars is a boutique winery crafting small-batch, earthenware-aged wines in unexpected styles. Our Certified Sustainable estate vineyard on the west side of Cayuga Lake serves as the foundation for our innovative approach, blending ancient and modern techniques to capture the purest expression of the grape. We are committed to sustainability and minimal intervention, ensuring each wine reflects our respect for the environment and unique terroir. With a focus on personalized engagement, we invite our community and wine enthusiasts everywhere to discover something new and exciting.



SHORTFORM DESCRIPTION

Six Eighty Cellars crafts unique, earthenware-aged wines from Certified Sustainable grapes in the Finger Lakes of New York. With minimal intervention and unconventional techniques, we pioneer new experiences in wine.

VOICE AND TONE

SOPHISTICATED

UNPRETENTIOUS

WITTY

KNOWLEDGABLE

FRIENDLY /
APPROACHABLE

THOUGHTFUL

COPY FORMATTING AND TYPOGRAPHY

BRAND TYPOGRAPHY

HEADLINES

GOBOLD REGULAR
ALL CAPS
USE #369398 AS PRIMARY FONT COLOR

EXPECT
THE UNEXPECTED

SUB HEADLINES AND BODY TEXT

GOBOLD THIN
BODY TEXT: SHORT PARAGRAPHS AND PRINT
ALL CAPS
USE #808184 AS PRIMARY FONT COLOR

BE APART OF OUR
ADVENTURE

BODY TEXT

NEUE HAAS UNICA W1G REGULAR
LONG PARAGRAPHS AND WEB
SENTENCE CASE
USE #3B3B3B AS PRIMARY FONT COLOR

At Six Eighty Cellars, ancient-style amphora vessels meets unconventional approaches. Since 2020, we've crafted unique, small batch wines unlike anything else in the region, sourced exclusively from our Certified Sustainable vineyard with a low intervention approach to winemaking.

TYPOGRAPHY USAGE GUIDELINES

RIGHT JUSTIFIED, WITH A FEW
RARE EXCEPTIONS.

GOBOLD AND NEUE HAAS UNICA HAS
EXTRA LINE SPACING

GOBOLD HAS CHARACTER SPACING
SET TO +20

LINE AND CHARACTER SPACING
THIS PARAGRAPH HAS EXTRA LINE SPACING
(LEADING) THAT ALLOWS SPACE FOR
READER’S EYE TO MOVE AROUND THE
SENTENCES FREELY MAKING IT EASIER TO
READ. IN ADDITION, THE CHARACTER
TRACKING IS SET TO +20.

BE APART OF OUR ADVENTURE

At Six Eighty Cellars, ancient-style amphora
vessels meets unconventional approaches.
Since 2020, we’ve crafted unique, small batch
wines unlike anything else in the region,
sourced exclusively from our Certified
Sustainable vineyard with a low intervention
approach to winemaking.

INCORRECT

THIS PARAGRAPH HAS NO EXTRA LINE SPACING
AND IS HARD TO READ. THE FONT TRACKING IS
SET TO 0, WHICH MAKES THE LETTERS VERY
TIGHT AND MUCH HARDER TO READ.

IPSUM LOREM DIEM

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER
ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD
TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT
VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS
NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT
LOBORTIS NISL UT ALIQUIP EX EACOMMODO
CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR SIT
LOREM DIT.

VISUAL WORLD

BRAND COLORS

PRIMARY COLORS

WHITE FOR BACKGROUNDS AND TEXT ON IMAGES
#369398 FOR ACCENTS & HEADLINES
#808184 FOR SUB HEADLINES
#3B3B3B FOR BODY TEXT



HEX: 369398



HEX: 3B3B3B



HEX: 808184



HEX: FFFFFF

ACCENT COLORS

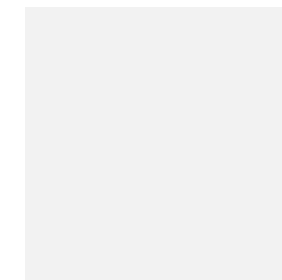
USED SPARINGLY
COPPER IS USED ON PET NAT LABELS.
BLACK FOR ARCHITECTURA AND PHYSICAL FEATURES.
#F2F2F2 FOR BACKGROUND AND WEB FOOTER



HEX: C68C6A

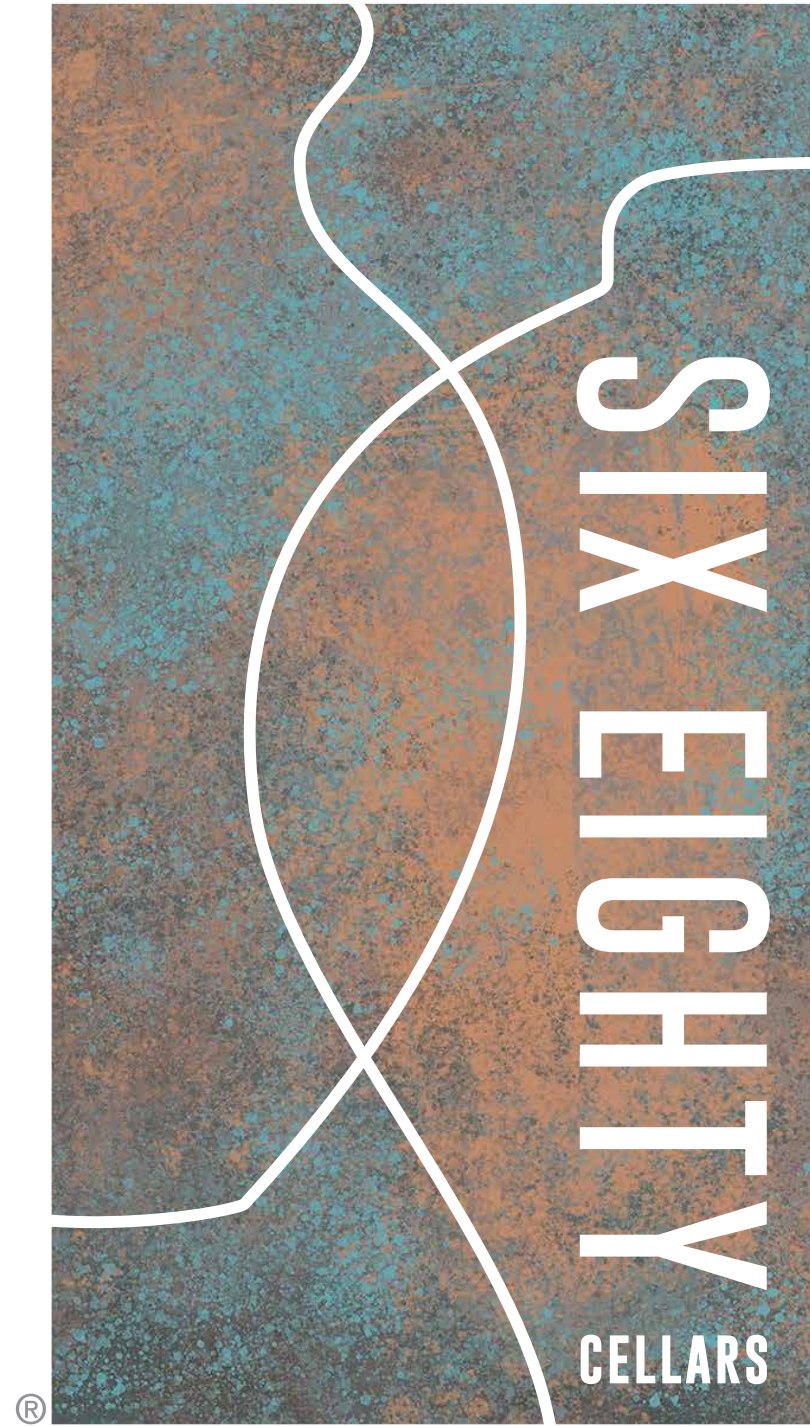


HEX: 000000



HEX: F2F2F2

LOGO
PRIMARY USE;
MUST BE VERTICAL.



ALTERNATE LOGOS

ALTERNATE VERSIONS ARE
USED FOR SPECIALIZED
NEEDS.



FULL COLOR
COMBINATION MARK
TEAL BLUE / BROWN

PRIMARY MARK USED IN
MOST INSTANCES



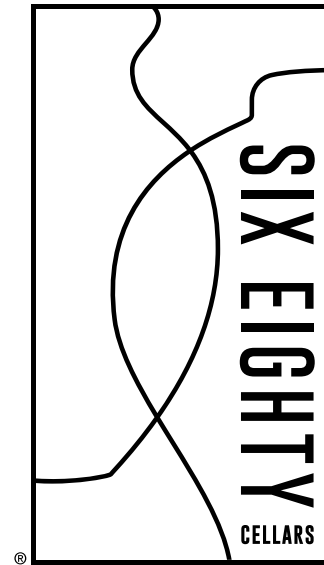
FULL COLOR
COMBINATION MARK
BLACK/GRAY

USED ONLY FOR PÉT-NAT
WINE LABELS. USES COPPER
FOIL STAMP AND EMBOSSING



ONE COLOR
COMBINATION MARK
BLACK

USED FOR SHIPPING CARTONS
AND OTHER LIMITED
COLOR APPLICATIONS



ONE COLOR
COMBINATION MARK
BLACK OUTLINED

USED FOR SPECIALTY
SITUATIONS ONLY



WORDMARK

SECONDARY USE USE;
MAY BE VERTICAL OR HORIZONTAL AND USE
ALL BRAND COLORS DEPENDING ON THE
APPLICATION.

SIX EIGHTY
CELLARS®

SIX EIGHTY
CELLARS®

ELEMENTS

SIMPLE LINES AND SQUARES

LINE WEIGHT .25 - .75
USE #369398 AND #808184

BUTTONS

BACKGROUND: #369398 RECTANGLE
FONT: GOBOLD REGULAR, ALL CAPS, WHITE

ICONS

SIMPLE, LINE ILLUSTRATIONS
PRIMARY COLOR USE #808184

EXPECT THE UNEXPECTED

At Six Eighty Cellars, ancient-style amphora vessels meets unconventional approaches. Since

AMPHORAE AGED

At Six Eighty Cellars, ancient-style amphora vessels meets unconventional approaches. Since

LOW INTERVENTION

At Six Eighty Cellars, ancient-style amphora vessels meets unconventional approaches. Since

SUSTAINABLE GRAPES

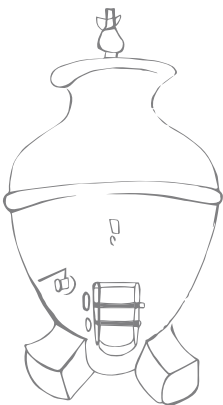
At Six Eighty Cellars, ancient-style amphora vessels meets unconventional approaches. Since

OUR WINE

First name

Email

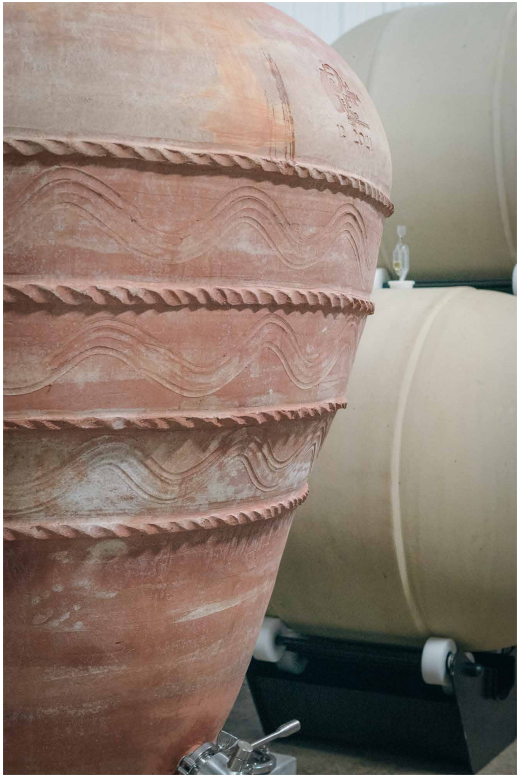
SUBMIT



OUR UNIQUE PROCESS

At Six Eighty Cellars, ancient-style amphora vessels meets unconventional approaches. Since 2020, we've crafted unique, small batch wines unlike anything else in the region, sourced exclusively from our Certified Sustainable vineyard with a low intervention approach to winemaking.





BRAND PHOTOGRAPHY

WARM / NATURAL
FRIENDLY
TEXTURAL
POPS OF VIBRANCY

OUR BRANDING

IN THE WILD

WEB MOCKUPS



OUR UNIQUE PROCESS

At Six Eighty Cellars, ancient-style amphora vessels meets unconventional approaches. Since 2020, we've crafted unique, small batch wines unlike anything else in the region, sourced exclusively from our Certified Sustainable vineyard with a low intervention approach to winemaking.



At Six Eighty Cellars, ancient-style amphora vessels meets unconventional approaches. Since 2020, we've crafted unique, small batch wines



UNIQUE PROCESS

ABOUT

VISIT

SHOP

WINE CLUB

CONTACT

OUR UNIQUE PROCESS

At Six Eighty Cellars, ancient-style amphora vessels meets unconventional approaches. Since 2020, we've crafted unique, small batch wines unlike anything else in the region, sourced exclusively from our Certified Sustainable vineyard with a low intervention approach to winemaking.



GET 15% OFF WHEN YOU JOIN OUR LIST

Expect new wine releases, winemaking insights, and Six Eighty Cellars news tailored to you.

First name

Email

SUBMIT

SIX EIGHTY CELLARS

3050 Swick Road Ovid, NY 14521
315.530.2663 | info@sixeightycelars.com



About
Shop

Visit
Current hours
Book a tasting
Book a tour

Terms
Privacy Policy
Trade

INTENTIONAL INTERVENTION

At Six Eighty Cellars, ancient-style amphora vessels meets unconventional approaches. Since 2020, we've crafted unique, small batch wines unlike.



CRAFTING LOW-BATCH
WINE WITH CERTIFIED
SUSTAINABLE GRAPES



SOCIAL MEDIA



PATIO JAZZ & EATS

SATURDAY, JULY 27, 4-7 PM
SIX EIGHTY CELLARS



INSTRUMENTAL FOLK JAZZ
BY PROJECT X



BURRATA PLATE & SUMMER
SPECIALS UNTIL SOLD OUT



SIP, CRUISE, & EAT

CRUISE & CARRY-OUT
MONDAY, JULY 29, 6-7:30 PM
SIX EIGHTY CELLARS, THE JUDGE BEN WILES
SKANEATELES, NY



WHAT MAKES US A SUSTAINABLE
WINEGROWING VINEYARD?

SIX EIGHTY



sixeightycellars

Following

Message

...

399 posts 2,779 followers 1,913 following

Six Eighty Cellars
Unique, low intervention wines fermented in clay & stone amphorae at our Sustainable vineyard.
🍷 Wine Blending Workshop, 8/18
🎵 Music, 8/24, 4-7 pm
3050 Swick Road, Ovid, New York 14521
linktr.ee/sixeightycellars

Followed by [_lindseydean_](#)



Visit



Winemaking



Events



Wine

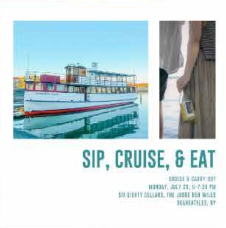


Press

POSTS

REELS

TAGGED



SIP, CRUISE, & EAT

CRUISE & CARRY-OUT
MONDAY, JULY 29, 6-7:30 PM
SIX EIGHTY CELLARS, THE JUDGE BEN WILES
SKANEATELES, NY



PATIO JAZZ & EATS

SATURDAY, JULY 27, 4-7 PM
SIX EIGHTY CELLARS



PATIO JAZZ & EATS

SATURDAY, JULY 27, 4-7 PM
SIX EIGHTY CELLARS



EMAIL MARKETING

SIX EIGHTY
CELLARS

THIS WEEK



PATIO JAZZ & EATS

This Saturday, July 27, 4-7 pm

Join us on a sunny Saturday evening with great wine, captivating music by Project X, and good times. Walk-ins welcome ~ wine, beer, summer food specials, and cocktails. [Limited tastings available.](#)

[RESERVE YOUR SPOT](#)



CRUISE & CARRY-OUT

Monday, July 29, 6-7:30 pm

Enjoy a relaxing 90 min cruise along Skaneateles Lake while you sip on Six Eighty Wine.

Ticket includes: 1 seat aboard the Judge Ben Miles Cruise, 1 drink ticket, 10% off select restaurants for carry-out food.

[LEARN MORE](#)



SIX EIGHTY CELLARS

3050 SWICK ROAD
OVID, NY 14521
315.530.2663



SIX EIGHTY
CELLARS

SAVE \$10 WITH OUR CHARDONNAY BUNDLES

Taste through our select Chardonnays and compare the unique profiles of wines aged in traditional French oak versus earthenware amphorae vessels.

[FIND THEM HERE](#)



CHARDONNAY TERRACOTTA

A medium-bodied dry white wine, fermented in our most porous amphora vessel, with a savory palate of fresh watercress, chives and unripe cantaloupe.

OAKED CHARDONNAY

A classic, burgundian style Chardonnay with a voluptuous palate and beautifully integrated oak and balanced acidity.

CHARDONNAY CLAYVER

A mineral-driven dry white wine reminiscent of rain on a warm summer day. Bright and focused palate, with notes of tart green apple and wet stone.

WINE CLUB GET'S AN ADDITIONAL 10% OFF

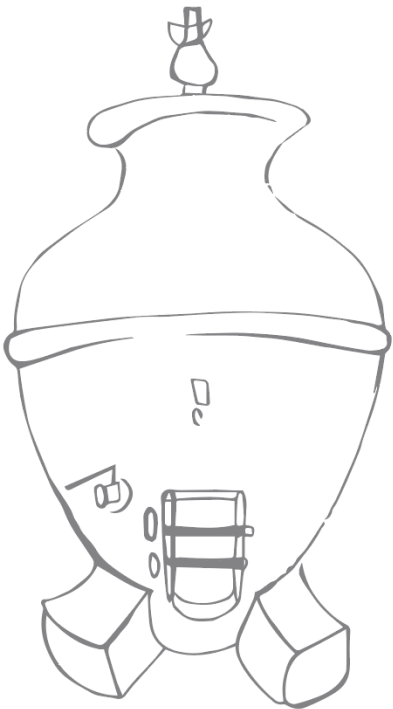
[LEARN MORE](#)



SIX EIGHTY CELLARS

3050 SWICK ROAD
OVID, NY 14521
315.530.2663

PRINT



COCCIOPESTO
NATURAL AND UPCYCLED
TERRACOTTA - STONE - SAND
MADE BY HAND - TUSCANY, ITALY
SIX EIGHTY CELLARS

COCKTAILS AND BEVERAGES

SIGNATURE COCKTAILS	\$14
NEW YORK SOUR 1911 BOURBON WHISKEY, LEMON JUICE, SIMPLE SYRUP, FLOAT OF PINOT NOIR, FABRI CHERRY	
BOULEVARDIER FORT HAMILTON RYE WHISKEY, ST. AGRETIS INFERNO BITTERS, SWEET VERMOUTH	
VODKA SODA 1911 VODKA, LAGUNITA'S HOPPY REFRESHER	
FRENCH 68 GRUNER PET NAT, ISOLATION PROOF GIN, SIMPLE SYRUP, LEMON JUICE	
FLIGHTS	
AMARO FLIGHT 5.5 OZ POURS ADD FACCIA BRUTTO NOCINO \$3	\$12
SPIRIT FLIGHT 5 SPIRITS OF YOUR CHOICE .5 OZ POURS	\$15
BEER, CIDER AND THC	
BEAK & SKIFF ORIGINAL HARD CIDER	\$7
MEIER'S CREEK FLOATIN' ON BY PILSNER	\$7
AURORA BREWING CO. BACKPACK LAGER	\$8
PRISON CITY BREWING MASS RIOT IPA	\$8
OWNER'S CRAFT BEER SELECTION (750 ML)	\$25
ARYLOOM THC SELTZERS (1 MG THC: 15 MG CBG) FOR 1	\$5
6 PACK	\$20
N/A BEVS	
SIX EIGHTY SPRING WATER	\$3
SARATOGA SPARKLING SPRING WATER	\$5
BEAK & SKIFF SPARKLING FRESH CIDER	\$4
LAGUNITAS HOPPY REFRESHER	\$4
LAVENDER ITALIAN SODA	\$4
LAVENDER LEMONADE	\$5
ADD A SPIRIT TO MAKE IT A COCKTAIL	\$9

SIX EIGHTY CELLARS

BITES, COFFEE AND SWEETS

BITES	
CHARCUTERIE BOARD ASK YOUR SERVER FOR OUR SEASONAL SELECTION	\$35
WHIPPED FETA TOPPED WITH HONEY, PISTACHIOS, BLACK PEPPER, CHIVE, AND CROSTINIS.	\$10
BURRATA PLATE BURRATA, PEACHES, PROSCIUTTO, HOT HONEY, BASIL AND CROSTINIS.	\$14
BURRATA SLIDERS BURRATA, ARUGULA, RAMP PESTO, WHITE BALSAMIC REDUCTION ON SALT BREAD. SERVED WITH CHIPS.	\$14
MUFFULETTA SANDWICH CAPICOLA, MORTADELLA, SALAMI, PROVOLONE, FRESH MOZZARELLA, ROASTED RED PEPPERS, OLIVE SPREAD, EVOO ON ROSEMARY FOCACCIA. SERVED WITH CHIPS.	\$15
COFFEE	
ESPRESSO	\$3
CAPPUCCINO	\$6
AMERICANO	\$5
SWEETS	
MORO'S KITCHEN GELATO	\$6
LAST SHOT CHOCOLATE CRÈME BRÛLÉE BOURBON WHISKY ON THE ROCKS OR ADD TO COFFEE	\$8
AFFOGATO	\$8

SIX EIGHTY CELLARS