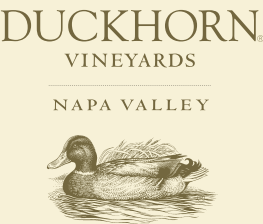
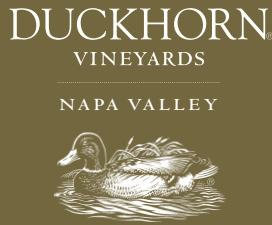


LOGOS

Complete Logo



Complete Logo Reversed



Complete Logo No Duck



Complete Logo no Duck or AVA



COLLATERAL DESIGN COLORS

Backgrounds and Watermarks

	Background (PMS 7500)			
	C=0	M=2	Y=15	K=3
	Background (Rather than White)			
	C=0	M=0	Y=2	K=0
	Watermark Duck			
	C=9	M=9	Y=24	K=0
	R=247	G=237	B=212	
	R=255	G=254	B=249	
	R=231	G=222	B=196	

Text and Borders

	Logos, Titles, Borders			
	C=49	M=48	Y=81	K=26
	R=115	G=103	B=63	
	Primary Text Color			
	C=54	M=47	Y=58	K=119
	R=113	G=110	B=98	
	Subtitle Color <i>(Primary Background only)</i>			
	C=27	M=22	Y=36	K=0
	R=189	G=185	B=164	
	Titles/Accent Red			
	C=43	M=79	Y=76	K=62
	R=78	G=35	B=29	

Fonts

Business Communications:

Garamond *(Faxes, Memos, Letter, Emails etc.)*

Collateral Design

Centaur MT

Titles: All Caps

Adobe Garamond Pro

Text: Title Case, +1pt Leading, Tracking - 10, Vertical Scale - 90%, Horizontal Scale - 103%, 0.625” Paragrah space.

Subtitles: Small Caps, Tracking - 50, Vertical Scale - 90%, Horizontal Scale - 103%

*Acceptible Substitute: Garamond Premier Pro*

Label Colors *(for reference)*

	DV Yellow (PMS 7402 U)			
	C=0	M=6	Y=30	K=0
	R=255	G=240	B=178	
	DV Label Red (PMS 202 U)			
	C=0	M=100	Y=61	K=243
	R=152	G=0	B=46	
	DV Label Green (PMS 362 U)			
	C=70	M=0	Y=100	K=9
	R=74	G=170	B=66	

DUCKHORN  
VINEYARDS  
NAPA VALLEY



Founded by Dan and Margaret Duckhorn in 1976, Duckhorn Vineyards has been crafting classic Bordeaux varietals from the Napa Valley for over 30 years. This winemaking tradition has grown to include seven meticulously farmed Estate vineyards, located throughout the various microclimates of the Napa Valley. Focused on quality and consistency, these Estate vineyards are an essential element in making wines of distinction. One of the first wineries to pioneer Merlot as a premium varietal, Duckhorn Vineyards now makes several elegant Merlot and distinctive Cabernet Sauvignon bottlings that showcase the characteristics of its various vineyard sites. In addition, the winery is known for its acclaimed Sauvignon Blancs. Beginning with the 2006 vintage, Duckhorn Vineyards unveiled The Discussion, a Cabernet Sauvignon-based blend representing the pinnacle of the Duckhorn Vineyards portfolio.

DUCKHORN VINEYARDS  
1000 Lodi Lane  
St. Helena, California 94574  
(707) 963-7108  
www.duckhornvineyards.com

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OTHER LOGOS

*The Discussion*

ESTATE GROWN