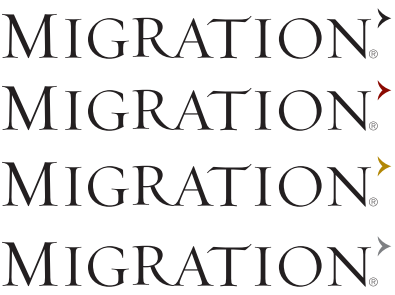


MIGRATION®

logos



Primary Logo, ISM changes with focus of piece, chardonnay v. pinot. Grey ISM used for B/W and one color usage.



M & BottleTopLogo - for subtle branding, (clothing, corkpulls, etc) watermarking, design element. Should be used in conjunction with primary logo.

Flying Group - Watermark graphic element. Should be used with Primary logo.



Flying Pair - Additional Graphic element to highlight or add artistic element to piece. Or in smaller pieces where full group looks cluttered. Should be used with Primary logo.



MIGRATION®

brand overview

Since its inaugural 2001 vintage of Anderson Valley Pinot Noir, Migration has developed a refined and compelling style that balances vibrancy and finesse. Defined by the idea of movement, Migration is dedicated to going beyond its Anderson Valley origins and exploring Pinot Noir and Chardonnay from California's finest cool-climate appellations. These sophisticated, Burgundian-varietal wines highlight lush fruit, bright acidity and balanced oak influence. Migration released its premier Chardonnay in the spring of 2010.

MIGRATION®
1000 Lodi Lane
St. Helena, California 94574
(707) 963-7108
www.migrationwine.com

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colors



Primary Text (PMS 426U)
C=0 M=0 Y=0 K=99
R=13 G=12 B=13

Bkgd: Maybe in callout boxx
Text: Always
Logo: Always



Accent Red (PMS 188U)
C=0 M=97 Y=100 K=50
R=139 G=15 B=4

Bkgd: Never
Accent: Lines, highlights
Text: Subtitles or single words only
Logo: Only for the ISM



Accent Yellow (PMS 1255U)
C=0 M=27 Y=100 K=34
R=179 G=135 B=8

Bkgd: Never
Accent: Lines, highlights
Text: Subtitles or single words only
Logo: Only for the ISM



Accent Grey (PMS 424U)
C=0 M=0 Y=0 K=61
R=126 G=128 B=130

Bkgd: Never
Accent: Lines, highlights
Text: Subtitles or single words only
Logo: Only for the ISM

font

Primary Business Communications Font:

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

Design Title Fonts:

REQUIEM TEXT - All Caps, Tracking=50 pt, Vertical Scale 90%, Horizontal Scale 103%

requiem text - lower case, Italic, Tracking=200 pt, Vertical Scale 90%, Horizontal Scale 103%

(Acceptable Substitutue Adobe Garamond Pro with same adjustments.)

Design Text Font:

Adobe Garamond Pro - Tracking 10 pt, Vertical Scale 90%, Horizontal Scale 103%, Leading +1 pt.