

LOGO VARIATIONS:

NO STAMP BORDER



ONE-COLOR - STAMP BORDER



TWO-COLOR - STAMP BORDER



REVERSED - STAMP BORDER



COLOR VARIATIONS



COLORS:

SWATCHES

Light Gray
C=1 M=0 Y=0 K=17
R=212 G=216 B=218

Medium Gray
C=44 M=34 Y=35 K=1
R=149 G=153 B=153

Dark Gray
C=65 M=45 Y=41 K=10
R=98 G=118 B=127

Accent/Background Blue
C=47 M=17 Y=13 K=0
R=135 G=181 B=203

DWC Rich Black
C=80 M=75 Y=75 K=98
R=0 G=0 B=0

Accent Green
C=52 M=27 Y=78 K=5
R=131 G=151 B=91

USES

Backgrounds, logo against black background, text against black background. Acceptable for logo usage.

Accent, callout boxes, titles/headlines on white background. Acceptable for logo usage.

Text on white background, accents/lines. Accept able for logo usage.

Primary Accent color, background, callouts, titles. NOT acceptable for logo usage.

Backgrounds for mastheads, text on gray background, lines, Primary Logo color.

Secondary accent color. Lines, Titles. NOT acceptable for logo usage.

FONTS:

BUSINESS COMMUNICATIONS FONTS:

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

LOGO/TITLE FONTS:

KIMONO - headlines, all caps (single words)
GILL SANS - Subtitles in All caps.

TEXT FONTS:

Gill Sans MT Condensed - Body text, SUBTITLES WITHIN ARTICLES
Adobe Garamond Pro - callouts, maps, diagrams.



BRAND OVERVIEW

Paraduxx is a bold and expressive Napa Valley Red Wine. Fusing the robust flavors of California’s native Zinfandel with the grandeur of Cabernet Sauvignon, Paraduxx embraces the best of both core varietals. This benchmark blend has developed its own compelling personality filled with enticing layers of lush fruit and engaging aromatics, allowing it to mix naturally with great food and dynamic company. Completed in the fall of 2005, the Paraduxx winery is located in the center of the Napa Valley along the less traveled Silverado Trail. The architectural centerpiece of the estate is the unique ten-sided fermentation building which houses a contemporary winemaking facility.



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VISITING PARADUXX



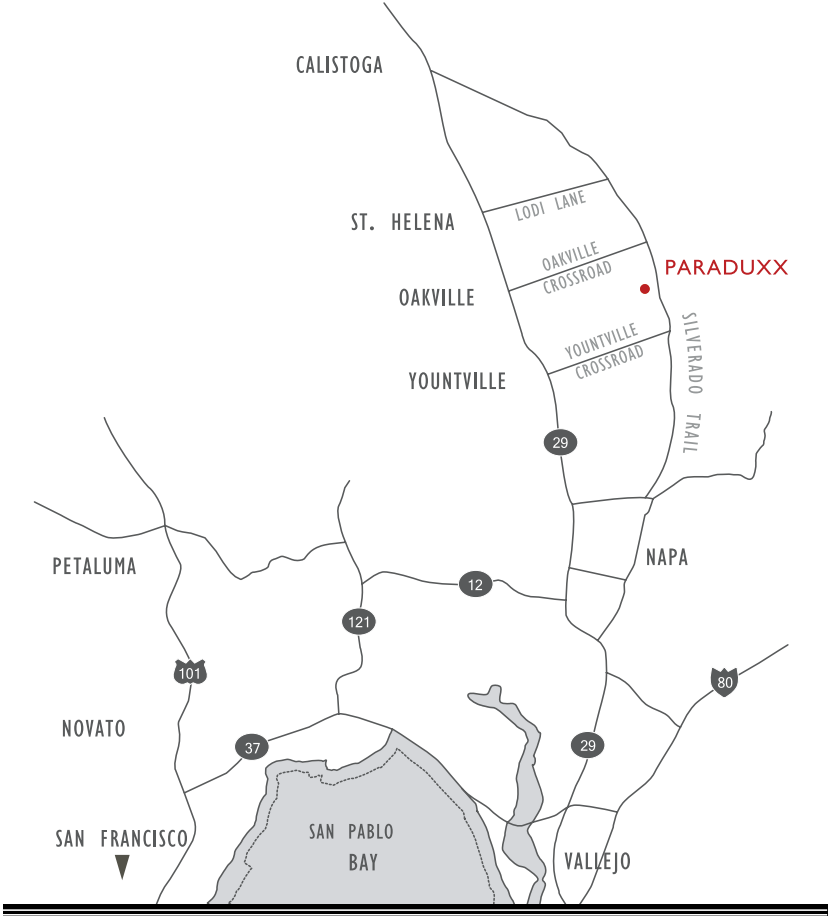
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