

LOGOS

DECOY®

Full color logo: Primarily used on label.

DECOY®

One color logo: To be used only in colors expressed here.



Decoy Duck: Must be used with logo. Should never be used independently.



DWC Seal: Must be used with Decoy logo. Should never be used independently. Can be used as watermark. Should use gold tones.

DECOY



The everyday wine for the well-informed.

HERITAGE

Duckhorn Wine Company was co-founded by Dan and Margaret Duckhorn in 1976.

The company is one of North America's premier producers of fine wines.

Decoy enjoys 15 years of sales success and brand awareness.

WORLD-CLASS WINEMAKING

Decoy produces high-quality wines at a remarkable price.

Fruit is sourced from distinguished vineyards throughout Napa and Anderson valleys.


Decoy is a collaboration of all four Duckhorn Wine Company winemakers.


Decoy's style emphasizes approachable yet complex wines that are ready upon release.


Decoy by Duckhorn
1000 Lodi Lane
St. Helena, California 94574
(707) 963-7108
www.decoywines.com


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COLORS


 Logo, Title Text, Borders
C=30 M=40 Y=70 K=35
R=130 G=108 B=70

 Accent (Gold Foil Luxor 414)
C=30 M=40 Y=70 K=0
R=185 G=151 B=101

 Title/Accent
C=17 M=25 Y=62 K=0
R=214 G=184 B=119

 Dark Brown Background
C=40 M=53 Y=82 K=23
R=134 G=102 B=61

 Primary Background (PMS 7401 PC)
C=0 M=4 Y=18 K=0
R=255 G=242 B=212

 Text and Duck Shadow
C=14 M=30 Y=49 K=75
R=84 G=68 B=49

USAGE

Background: Never
Body Text: Only in Full Color DWC Seal
Accent: Lines and Borders
Titles: Primary Titles against Primary Bkgd

Background: Call Out Boxes
Text: Never
Accent: Lines & DWC Seal
Titles: Subtitles

Background: Never
Text: Against dark brown
Accent: Logo & Lines against dark brown
Titles: Never

Background: Callout Boxes Only
Text: Never
Accent: Lines against primary background
Titles: Never

Background: Primary/Full Page
Text: Against dark brown
Accent: Lines against dark brown
Titles: Subtitles

Background: Never
Text: Against primary background
Accent: Never
Titles: Never

FONTS

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" Paragraph space.

SUBTITLES: SMALL CAPS,
TRACKING - 50,
VERTICAL SCALE - 90%,
HORIZONTAL SCALE - 103%

Acceptible Substitute: Garamond Premier Pro

BUSINESS COMMUNICATIONS:

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