



## Welcome to the new face of Paraduxx.

Beginning with the 2009 vintage, we unveiled a new label and brand identity for our evolving lineup of unique Napa Valley Blends to strengthen the presence and recognition of the Paraduxx Brand.

This visual identity program (VIP) serves to ensure consistent use of visual assets such as identity, color palette and typography across many forms of visual communication.



PG	
1	<b><u>BRAND</u></b>
2	1.1 Realignment of the 2009 Vintage
3	1.2 The Relationship Brand, Voice and Visual Identity
4	<b><u>SIGNATURE</u></b>
5	2.1 The Signature, The Icon, the Wordmark
6	2.2 Using Clear Space to Preserve Legibility
7	2.3 Unacceptable Uses (Examples)
8	<b><u>COLOR</u></b>
9	3.1 Introduction to the Paraduxx VIP Colors
10	3.2 Color Space Equivalents
11	3.3 Color and the Signature
12	<b><u>TYPOGRAPHY</u></b>
13	4.1 The Trade Gothic Condensed family of typefaces



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# Brand

- 1.1 Realignment of the 2009 Vintage
- 1.2 The Relationship Brand, Voice and Visual Identity

To strengthen brand recognition, Paraduxx has unified its properties into a single product portfolio.

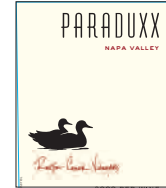
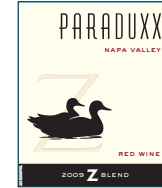
**Shelf presence and consistency**

The new packaging was developed to improve our customers' visual association with Paraduxx wines as a single brand. Labels will retain the same design vintage after vintage providing consistency and aiding in the development of brand equity.

The core tier, referred to as the Paraduxx Letter Series consists of a flight of blends intuitively named with a letter corresponding to one of that blend's core varietals.

- C** Cabernet Sauvignon
- Z** Zinfandel
- M** Merlot
- P** Petit Verdot
- V** Viognier

Additionally, the upper tier, consisting of our most exclusive and often estate grown blends is now simply the Paraduxx Vineyard Series. Labels are designated by the sub-appellation or vineyard from which the grapes are sourced.



**Top row** Replacing the artist-label series, this new label provides continuity featuring a strong "pair-of-ducks" icon that reinforces brand recognition across all Paraduxx wines.

**Bottom row** Uniting Paraduxx, Postmark and Parajaxx under a singular brand logo and icon simplifies the brand structure as Paraduxx with sub-designations for the core "Letter Series" and upper-tier "Vineyard Series".

## Brand, “voice”, message, visual identity and audience.

### Voice

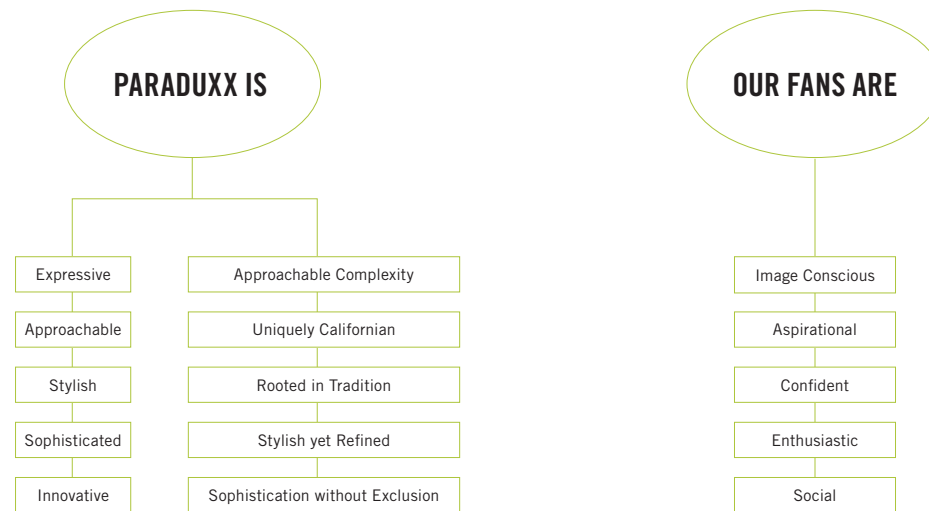
The Paraduxx voice is contemporary, visionary, and expressive. It is aspirational without being exclusive. Accessible and unique. All based on tradition with an eye to the future. The result of these apparent contradictions is the spirit of the Paraduxx brand voice.

### Our Future Customers

But what we say is only one side of the coin. Our devotees are young and fashionable, experience seekers with a taste for sophistication and the extra-ordinary. They are attracted to our modern yet refined approach to winemaking, creating world class blends with uniquely Californian personality.

### Why the Brand and Visual Identity Matter

The identity is the visual image of the company. The brand is the impression and the value association that the visual image causes for our customers. When customers think of Paraduxx, robust, compelling and approachable wines will accompany feelings of intrigue, comfort and enthusiasm.



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# Signature

- 2.1 The Signature, The Icon, the Wordmark
- 2.2 Using Clear Space to Preserve Legibility
- 2.3 Unacceptable Uses (Examples)

The Paraduxx Visual Identity is centered around the Icon, Wordmark, Stacked Signature and Wide Signature.

#### The Icon

The silhouette of two ducks in close formation on the water's surface makes up the Paraduxx Icon. Use of the Icon outside of the Stacked or Wide Signature (see below) is at the sole discretion of Paraduxx Marketing Communications.

#### The Wordmark

The name Paraduxx is set in a modified version of Aldous. The appellation beneath, Napa Valley, is set in Sackers Gothic. The composition of these words as shown make up the Paraduxx Wordmark. Use of the wordmark outside of the Stacked or Wide Signature is at the sole discretion of Paraduxx Marketing Communications.

#### Stacked Signature

Created from the Icon and the Wordmark, the Stacked Signature is suitable for the majority of applications.

#### Wide Signature

The Wide Signature was developed as an alternative to the Stacked Signature to preserve legibility in short and wide applications. Possible applications for the Wide Signature is in an abundance of horizontal space such as a web banner or transit advertisement.



The Icon



PARADUXX  
NAPA VALLEY

The Wordmark



PARADUXX  
NAPA VALLEY

The Stacked Signature



The Wide Signature

## How much clear space should be preserved between the Signature and other text or graphic communication elements to ensure legibility?

### Clear space, defined

Clear space is a minimum zone of empty space around a logo, which is intended to reduce visual interference that affects the legibility and brand recognition of the Signature. Other graphic elements can be farther away, than this minimum distance, but no closer that this distance.

### Using clear space

The amount of minimum *clear space* that should be preserved around the Signature is three times the width of the letter "P" in the Wordmark.

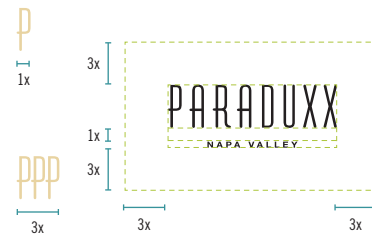
Inside the signature, the Icon and the two Wordmark elements are fixed at a distance of one width of the letter "P" in the Wordmark.

### Clear space for the Wordmark

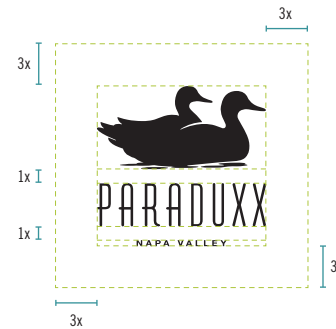
Similarly, when using the Wordmark alone, a clear space around the outer boundary should be preserved, equal to three times the width of the letter "P" in the Wordmark.



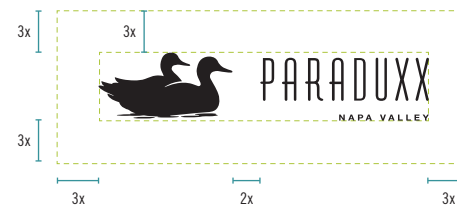
**Determine** The minimum clear space distances are obtained from the wordmark, which ensures that this amount is preserved at any scale.



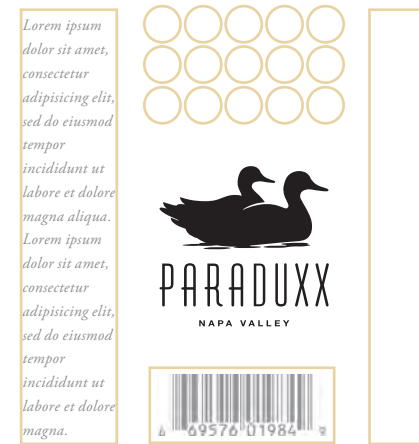
**Wordmark-Only** In instances where the Wordmark is used alone, the same amount of clear space must remain around its perimeter.



**Specify** Clear space is determined by applying the distance to the outer boundaries of the Stacked Signature. Clear space between the Icon and the Wordmark, and between the Wordmark elements is shown for reference only.



**Wide Signature** As with the Stacked Signature above, minimum clear space should be enforced around the perimeter. The provided art files already feature a 2-P unit separation between icon and the custom (left-aligned) wordmark.



**Implement** By enforcing clear space as a minimum requirement, the legibility and recognition of the Stacked Signature is preserved, even in a complex or constrained graphic composition as shown above.

## Unacceptable Uses of the Paraduxx Signature and its elements.

### Examples of Unacceptable Uses

The VIP cannot anticipate every questionable use of the Paraduxx visual identity elements. These examples are a showcase of examples that violate the spirit of this entire document — to preserve the principles of recognition and brand equity of the Paraduxx visual identity.

Never change the scale of the Signature or its elements

Never apply a stroke to the Signature or its elements

Never use any color for the Signature other than the Preferred palette colors (see section 3.2, Palettes).

Never apply different colors to parts of the signature, even the Preferred or Extended palette colors

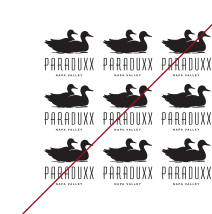
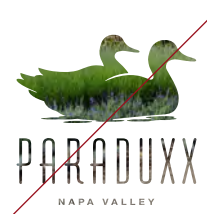
Never replace the typeface in the wordmark with another typeface

Never use the signature as a staging area or mask for other graphics

Never distort or italicize the signature or its elements

Never apply graphic filters or effects to the signature or its elements.

Never use the Signature or its Elements as a pattern or texture in any form.



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# Color

- 3.1 Introduction to the Paraduxx VIP Colors
- 3.2 Color Space Equivalents
- 3.3 Color and the Signature

## The new colors of the Paraduxx Visual Identity Program

### The Process

Color plays an important role in the Paraduxx visual identity. By selecting colors that coincide with the environmental, cultural, food and lifestyles of our customers, Paraduxx communications are made to be more familiar, relatable, and essential.

### The Colors and their Names

The specified colors in the visual identity have traditional Pantone, CMYK, and RGB color values. To aid in communicating color information inside and outside of Paraduxx, each color has been assigned a name that also reflects the heritage of the company.

### The Preferred color palette

The Preferred color palette consists of Obsidian<sup>1</sup>, Chrome<sup>2</sup> and White. The Paraduxx Signature may only appear in these colors or their equivalents (see section 3.2, *Color Space Equivalents* and section 3.3, *Color and the Signature*).

### The Extended color palette, including Accent colors

The Extended color palette consists of Oak<sup>3</sup>, Stem<sup>4</sup>, Crush<sup>5</sup>, Pond<sup>6</sup> and Field<sup>7</sup>. Oak and Stem are best utilized for sidebars, sidebar boxes, and as occasional substitutions for Preferred color palette applications. Crush, Pond and Field are the Accent colors, best used for folios, captions, footers, and other subtle uses where dark, vivid colors would add a tasteful accent.

obsidian chrome white

Preferred color palette

oak stem crush pond field

Extended color palette

Accent colors

<sup>1</sup>Obsidian is Pantone Black 6. <sup>2</sup>Chrome is Pantone Cool Grey 9. <sup>3</sup>Oak is Pantone 7502. <sup>4</sup>Stem is Warm Grey 11. <sup>5</sup>Crush is Pantone 345X. <sup>6</sup>Pond is Pantone 5483. <sup>7</sup>Field is Pantone 382.

Paraduxx VIP colors represented as their Pantone, CMYK Process and RGB/Hex color equivalents.

<b>obsidian</b>		Pantone Black 6	100/35/0/100	16/17/27
<b>chrome</b>		Pantone Cool Grey 9	0/1/0/51	145/145/149
<b>oak</b>		Pantone 7502	0/8/35/10	232/211/162
<b>stem</b>		Pantone Warm Gray 11	0/17/34/62	124/106/86
<b>crush</b>		Custom Mix	15/100/90/32	154/28/34
<b>pond</b>		Pantone 5483	62/0/21/31	56/147/155
<b>field</b>		Custom Mix	30/0/92/9	174/197/58

Paraduxx VIP Name

Samples, Color Ramp and Rules

Pantone color equivalents

CMYK Process color equivalents

RGB color equivalents

## Applying color to the signature over colors and backgrounds.



**White on Black or dark-color background** On darker colors or black, reverse the Signature out in White.



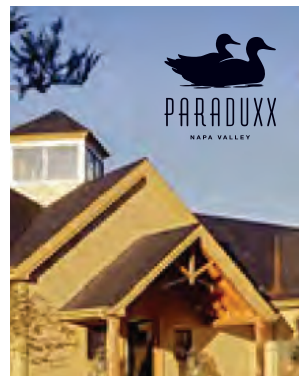
**Chrome on Black or Dark background** On darker colors or black, use the Chrome version of the Signature for a more subtle, refined effect.



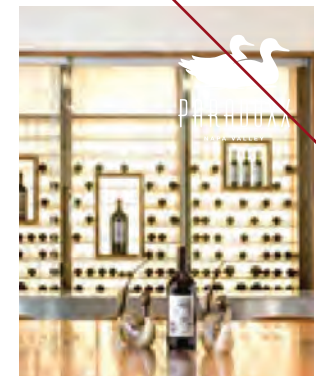
**Black on White or light-color background** On light colors or white, use the Obsidian version of the Signature.



**White on medium-tone background** On a medium tone image, use either the Obsidian or White versions of the Paraduxx Signature. Ensure that the image is not too busy, noisy or otherwise interferes with brand recognition and readability.



**Image is too cluttered for Signature placement** On a cluttered background image, it may be impossible to use either logo. Consider adding a White or Obsidian colored box to hold the Signature.



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# Typography

## 4.1 Standards for Print, Web and Interactive Typography

## The new typeface families of the Paradoxx Visual Identity Program

### Trade Gothic Condensed

The principal typefaces of the Paradoxx Visual Identity Program are members of the Trade Gothic family. The two faces are No. 18 Condensed and No. 20 Bold Condensed. These were chosen for their straightforward character, clean appearance and efficiency in compact spaces due to their condensed nature. Together, these typefaces and their oblique ("italic") counterparts are a clear, modern counterpoint to the Paradoxx Signature.

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Trade Gothic LT Condensed No. 18

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Trade Gothic LT Bold Condensed No. 20

### Alternate font for body copy

In some contexts, use of Adobe Garamond for body copy is permitted as an alternative to Trade Gothic condensed. These uses may include lengthy periods of copy where readability is paramount, or where a significant change in appearance would be relevant or useful.

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Adobe Garamond Pro Regular

### Web and Interactive typography

Communication is sometimes necessary in media where typographic choices may be constrained or limited. For these purposes, Paradoxx uses Trebuchet and Verdana. Trebuchet should be used for headlines and titles; Verdana should be reserved for body copy and longer passages of type. Additional styles of Trebuchet or Verdana may be used to provide emphasis or to vary the levels of information hierarchy in a layout.

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Trebuchet Regular

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Verdana Regular

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Paraduxx

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Marketing Communications 1000 Lodi Lane Saint Helena, California 94574 707 / 963 7108 t 707 / 963 7595 f welcome@paraduxx.com

www.paraduxx.com