

PRIMARY LOGO



SECONDARY MARK



CAPSULE/CASEBOX



TAGLINE (DTC)

EXPLORE THE NEW
FRONTIER FOR CABERNET

TAGLINE TRADE

EXPLORE THE NEW
FRONTIER FOR LUXURY CABERNET

COLORS



USE	PMS (ALT)	C / M / Y / K	R / G / B
Background Texture Tif File			
Titles/Accents	174	26.4 / 37.3 / 100 / 22.4	134 / 59 / 38
Subtitles	Black C	65.9 / 63.9 / 67.4 / 67.4	49 / 46 / 42
Text	Custom Dense Black	75 / 68 / 67 / 90	116 / 93 / 64

TYPE AND USAGE

TITLES: CLARENDON CONDENSED (ALL CAPS, 50 TRACKING)

SUBTITLES: WHITNEY SEMIBOLD (ALL CAPS, 50 TRACKING)

Body Copy: Adobe Garamond Pro

Acceptible Substitute: Garamond or Garamond Premier Pro

