

## TRADE PRIMARY LOGOS

CONSUMER FACING



TRADE FACING



## TRADE SEDONDARY LOGOS

CONSUMER FACING



TRADE FACING



## TRADE TYPE AND USAGE

TITLES: CENTAUR (ALL CAPS, 50 TRACKING)

SUBTITLES: ADOBE GARAMOND (SMALL CAPS, 50 TRACKING)

Body Copy: Adobe Garamond Pro

## TRADE COLORS



USE

Accents/Logo Birds

PMS (ALT)

7503

C/M/Y/K

30 / 40 / 70 / 35

R/G/B

130 / 108 / 70



Subtitles/Logo Box

7531

30 / 40 / 70 / 0

185 / 151 / 101



Type/Dark Background

7533

17 / 25 / 62 / 0

214 / 184 / 119



Background

40 / 53 / 82 / 23

134 / 102 / 61

## TRADE ALL BRAND LOGO LOCK-UPS



DUCKHORN VINEYARDS

PARADUXX

Goldeneye

MIGRATION

DECOY

CANVASBACK



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DUCKHORN VINEYARDS



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## TRADE TAGLINE

THE STANDARD FOR AMERICAN FINE WINE

