

PRIMARY LOGOS



DECOY[®]



DECOY[®]
BY DUCKHORN

COLORS



USE

Titles/Logos

PMS (ALT)

462

C/M/Y/K

30 / 40 / 70 / 35

R/G/B

130 / 108 / 70



Accents/Subtitles

875

30 / 40 / 70 / 0

185 / 151 / 101



Accents

Custom

17 / 25 / 62 / 0

214 / 184 / 119



Accents

7505

40 / 53 / 82 / 23

134 / 102 / 61



Background

7401

0 / 4 / 18 / 0

255 / 242 / 212



Body Text

Custom

14 / 30 / 49 / 75

84 / 68 / 49

WORD MARKS ONLY

DECOY[®]

Full color Wordmark

DECOY

One color Wordmark

TYPE AND USAGE

TITLES: CENTAUR MT (ALL CAPS, 50 TRACKING)

SUBTITLES: ADOBE GARAMOND PRO (SMALL CAPS, TITLE CASE, 50 TRACKING)

Body Copy: Adobe Garamond Pro

Acceptible Substitute: Garamond or Garamond Premier Pro

SEAL (WATERMARK)



TAGLINE

THE EVERYDAY WINE
for the well-informed.