

PRIMARY LOGO

MIGRATION[®]

colored options

MIGRATION[®]

MIGRATION[®]

MIGRATION[®]

SECONDARY MARKS

M[®]

M logo



ducks (often watermarked)

COLORS



use

Text/Titles/Accents

pms

426

c / m / y / k

0 / 0 / 0 / 99

r / g / b

13 / 12 / 13



Pinot Titles/Accents

187

24.4 / 78.9 / 57 / 8.1

157 / 83 / 90



Chard Titles/Accents

1255

0 / 27 / 100 / 34

179 / 135 / 8



Subtitles/Accents

424

0 / 0 / 0 / 61

126 / 128 / 130



Background ALWAYS

White/Paper

TYPE AND USAGE

TITLES: REQUIEM DISPLAY (ALL CAPS, ITALIC, 100 TRACKING)

subtitles: requiem text (lowercase, 200 tracking, italic, 103% horizontal scale)

Body Copy: Adobe Garamond Pro

Vineyard Designation (Accent Script): Regency Script