

SECONDARY MARKS

CENTERED STACK OPTION

PARADUXX
NAPA VALLEY

PARADUXX

TYPE AND USAGE

TITLES: NEUTRAFACE 2 DISPLAY-BOLD (ALL CAPS)

SUBTITLES: NEUTRAFACE 2 DISPLAY-BOLD (ALL CAPS)

Body Copy: Trade Gothic Condensed No. 18 (sentence case)

Adobe Garamond acceptable substitute for body copy.



VINEYARD DES.

PECTOR CREEK VINEYARD

HONELL MOUNTAIN

Block 4

Block 5

ATLAS PEAK

PRIMARY LOGO

PARADUXX
NAPA VALLEY

TAGLINE

Every Great Tradition Begins as an Innovation.

COLORS

USE

DESCRIPTION

C/M/Y/K

R/G/B



Text/Titles/Accents

Loto/Text

0 / 0 / 0 / 100

42 / 40 / 41



SubTitles/Accents

Custom Dark Gray

41.4 / 40.2 / 56.8 / 65

73 / 69 / 57



Titles/Accents (Primary)

Custom Maroon

32 / 97 / 95 / 47

94 / 27 / 26



Background (Primary)

Custom Background

40.4 / 33.1 / 41.26 / 6

94 / 27 / 26



Background (Heavy Text)

Custom Bkgd (45%)

18.2 / 14.9 / 18.6 / 2.7

199 / 197 / 192

SECONDARY COLORS



Accents (Trade)

Custom

0 / 100 / 100 / 44

124 / 106 / 86



Background (Trade)

Paper