

MINER FAMILY WINERY **STYLE GUIDELINES**

COLOR PALETTE

It is very important to use PMS colors when printing any material. CMYK can be used as a printing alternative. HEX colors should be used for all online and mobile projects.



NO PMS
HEX: FFFFFFFF
CMYK: 0,0,0,0

*backgrounds, accents,
text against black / gold /
photographic backgrounds*



PMS 872 C
HEX: ad986e
CMYK: 11, 15, 56, 27

*accents, backgrounds,
text boxes, text / lines
against white background,
primary logo color*



PMS BLACK C
HEX: 000000
CMYK: 75, 68, 67, 90

*accents, text against
white background*



PMS 114 C
HEX: fddb20
CMYK: 0, 12, 75, 2

*secondary accents, titles, not
acceptable for logo usage*

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Proxima Nova Regular + Semibold / titles, subtitles (usually all caps)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Athelas Regular + Italic / regular for titles, subtitles, body copy : italic for subtitles and accents

ABCDEFGHIJKLMNOPQRSTUVWXYZ

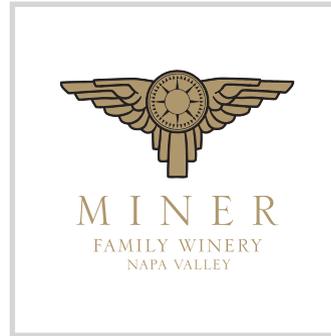
Serlio / logo

LOGO USAGE

The logo must be used as is and cannot be modified under any circumstances without permission.

There are two color versions of the Miner Family Winery logo. There are no absolutes regarding the selection of the specific color application, but context, contrast with regard to background color and surrounding imagery and production parameters all should be considered

Do not use any artistic filters on the logo, such as embossing. Do not stretch, rotate, or distort the logo.



Letters and emblem print PMS 871. Alternatively, the letters can be reversed out of the background color to white.



The entire logo prints PMS 871 with no screens. Alternatively, the logo may be reversed out of the background color to white.

LOGO CLEARSPACE

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the Miner Family Winery brand.



The clearspace minimum is equivalent to the vertical height of the letters (shown here as x), regardless of the size at which the logo is reproduced