



BOORDY

VINEYARDS

BRAND
STANDARDS
GUIDE

GLOSSARY

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LOGOS

PRIMARY LOGO

FULL COLOR

THIS IS BOORDY VINEYARDS' PRIMARY LOGO AND SHOULD BE USED WHENEVER POSSIBLE. THE PRIMARY LOGO IS BLACK AND GOLD. PRIMARY LOGO SHOULD BE PLACED ON SPECIAL MATCH CREAM WHENEVER POSSIBLE.



PRIMARY LOGO

1 COLOR (BLACK)

HERE IS AN OPTION OF THE PRIMARY LOGO IN ONE COLOR, BLACK ON WHITE. THIS OPTION SHOULD ONLY BE USED IF COLOR IS NOT AN OPTION.



LOGOS

PRIMARY LOGO

2 COLOR ON BLACK

GOLD AND SPECIAL MATCH CREAM ON BLACK. ONLY USE THIS OPTION WHEN SPECIAL MATCH CREAM OR WHITE BACKGROUNDS ARE NOT AN OPTION.

PRIMARY LOGO

1 COLOR, GOLD ON BLACK

GOLD ON BLACK. ONLY USE THIS OPTION WHEN SPECIAL MATCH CREAM OR WHITE BACKGROUNDS ARE NOT AN OPTION AND THE ONLY OPTION IS ONE COLOR.



LOGOS

PRIMARY LOGO 2

FULL COLOR

THIS IS BOORDY VINEYARDS' PRIMARY LOGO 2.
PRIMARY LOGO 2 IS BLACK AND GOLD.
PRIMARY LOGO SHOULD BE PLACED ON SPECIAL
MATCH CREAM WHENEVER POSSIBLE.



PRIMARY LOGO 2

1 COLOR (BLACK)

HERE IS AN OPTION OF THE PRIMARY LOGO 2 IN
ONE COLOR, BLACK ON WHITE.
THIS OPTION SHOULD ONLY BE USED IF COLOR
IS NOT AN OPTION.



LOGOS

PRIMARY LOGO 2

2 COLOR ON DARK BACKGROUND

GOLD AND SPECIAL MATCH CREAM ON BLACK. ONLY USE THIS OPTION WHEN SPECIAL MATCH CREAM OR WHITE BACKGROUNDS ARE NOT AN OPTION.

PRIMARY LOGO 2

1 COLOR, GOLD ON BLACK

GOLD ON BLACK. ONLY USE THIS OPTION WHEN SPECIAL MATCH CREAM OR WHITE BACKGROUNDS ARE NOT AN OPTION AND THE ONLY OPTION IS ONE COLOR.



LOGOS

WORDMARK LOGO 1

BOORDY
VINEYARDS

BLACK ON WHITE
1 COLOR WORDMARK LOGO 1



SPECIAL MATCH CREAM AND GOLD
REVERSE OUT OF BLACK
2 COLOR WORDMARK LOGO 1

WHITE REVERSE OUT OF BLACK
1 COLOR WORDMARK LOGO 1

GOLD REVERSE OUT OF BLACK
1 COLOR WORDMARK LOGO 1

LOGOS

WORDMARK LOGO 2

BOORDY
V I N E Y A R D S

BLACK ON WHITE
1 COLOR WORDMARK LOGO 2



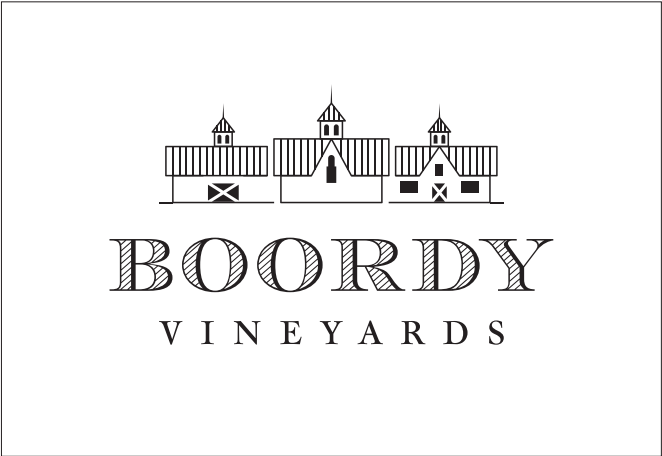
SPECIAL MATCH CREAM AND GOLD
REVERSE OUT OF BLACK
2 COLOR WORDMARK LOGO 2

WHITE REVERSE OUT OF BLACK
1 COLOR WORDMARK LOGO 2

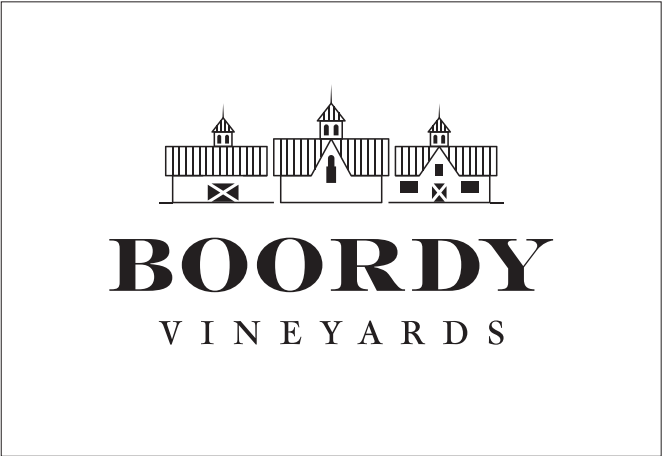
GOLD REVERSE OUT OF BLACK
1 COLOR WORDMARK LOGO 2

LOGOS

FRAMED BLACK & WHITE



BLACK ON WHITE
1 COLOR PRIMARY LOGO 1



BLACK ON WHITE
1 COLOR PRIMARY LOGO 2



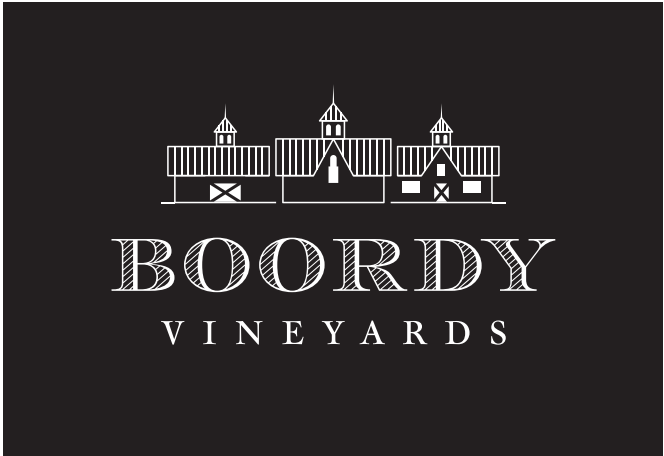
BLACK ON WHITE
1 COLOR WORDMARK LOGO 1



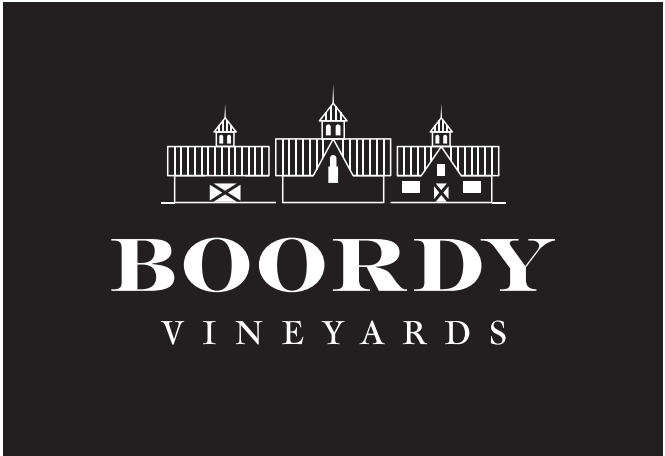
BLACK ON WHITE
1 COLOR WORDMARK LOGO 2

LOGOS

FRAMED BLACK & WHITE
REVERSE



WHITE REVERSE OUT OF BLACK
1 COLOR PRIMARY LOGO 1



WHITE REVERSE OUT OF BLACK
1 COLOR PRIMARY LOGO 2



WHITE REVERSE OUT OF BLACK
1 COLOR WORDMARK LOGO 1



WHITE REVERSE OUT OF BLACK
1 COLOR WORDMARK LOGO 2

LOGOS

LOGO RULES

MINIMUM LOGO SIZE PRIMARY LOGO

THIS IS BOORDY VINEYARDS' MINIMUM LOGO SIZE. THE SMALL SIZE LOGO IS BLACK AND GOLD. IT SHOULD BE PLACED ON SPECIAL MATCH CREAM WHENEVER POSSIBLE, AND SHOULD BE USED AT A WIDTH NO SMALLER THAN 20MM FOR PRINT, 70PX FOR DIGITAL PURPOSES, AND 60MM FOR EMBROIDERY APPLICATIONS.



PRINT
20mm



PRINT
20mm



DIGITAL
70px



DIGITAL
70px



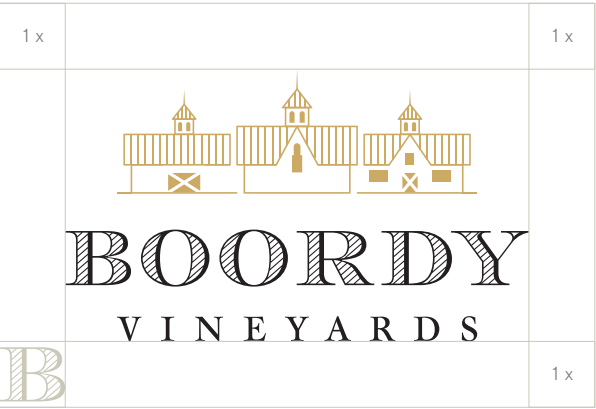
EMBROIDERY
60mm

LOGOS

LOGO RULES

MINIMUM LOGO CLEAR SPACE PRIMARY LOGO

THE LOGO SHOULD ALWAYS HAVE PLENTY OF ROOM TO BREATHE. THERE SHOULD ALWAYS BE AT LEAST THE WIDTH OF ONE "B"(1X) IN BOORDY CLEAR SPACE BETWEEN THE LOGO AND OTHER ELEMENTS.



LOGO RULES

MINIMUM LOGO CLEAR SPACE WORDMARK LOGO

THE WORDMARK SHOULD ALWAYS HAVE PLENTY OF ROOM TO BREATHE. THERE SHOULD ALWAYS BE AT LEAST THE WIDTH OF ONE "B"(1X) IN BOORDY CLEAR SPACE BETWEEN THE LOGO AND OTHER ELEMENTS.



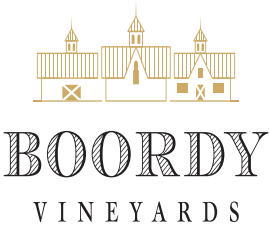
LOGOS

LOGO RULES

PRIMARY LOGO



DO **NOT** REMOVE ELEMENTS
FROM THE LOGO



DO **NOT** STRETCH
OR DISTORT THE LOGO



DO **NOT** PLACE THE LOGO
OVER A BUSY BACKGROUND



DO **NOT** CHANGE THE COLOR OF THE LOGO
TO COLORS THAT ARE NOT APPROVED



DO **NOT** CHANGE FONTS

SECONDARY ELEMENTS

DIGITAL AVATAR



BLACK ON SPECIAL MATCH
CREAM OR WHITE



GOLD ON SPECIAL MATCH
CREAM OR WHITE



SPECIAL MATCH CREAM
ON BLACK



WHITE ON BLACK



GOLD ON BLACK

SECONDARY ELEMENTS

SECONDARY ELEMENT RULES

DIGITAL AVATAR



DO **NOT** REMOVE ELEMENTS
FROM THE AVATAR



DO **NOT** STRETCH
OR DISTORT THE AVATAR



DO **NOT** PLACE THE AVATAR
OVER A BUSY BACKGROUND



DO **NOT** CHANGE THE COLOR OF THE AVATAR
TO COLORS THAT ARE NOT APPROVED



DO **NOT** CHANGE FONTS



DO **NOT** PLACE THE AVATAR OVER
ANY OF THE PRIMARY WORDMARKS

COLOR PALETTE

CORPORATE COLOR SYSTEM

PREFERRED PRINTING ON UNCOATED PAPER OR SPECIAL MATCH CREAM BACKGROUND AS THE PREFERRED CHOICE. MAKE SURE TO USE UNCOATED PANTONES WHEN PRINTING (IF PANTONES ARE USED. IF YOU MUST PRINT ON COATED PAPER (GLOSSY/SHINY), USE THE EQUIVALENT COATED PANTONES SPECIFIED BELOW.



PANTONE UNCOATED	PANTONE COATED	CMYK	RGB	HEX
PMS SPECIAL MATCH CREAM	PMS SPECIAL MATCH CREAM	C 0 M 0 Y 10 K 3	R 247 G 244 B 225	# F7F4E1
PMS GOLD FOIL KURZ LUXOR 416	PMS GOLD FOIL KURZ LUXOR 416	C 20 M 30 Y 70 K 2	R 202 G 169 B 100	# CAA964
PMS 425 U	PMS 425 C	C 53 M 44 Y 43 K 8	R 124 G 125 B 127	# 7C7D7F
PMS DENSE BLACK	PMS DENSE BLACK	C 0 M 0 Y 0 K 100	R 244 G 240 B 227	# 231F20

COLOR PALETTE

CORPORATE COLOR SYSTEM

PREFERRED PRINTING ON UNCOATED PAPER OR SPECIAL MATCH CREAM BACKGROUND AS THE PREFERRED CHOICE. MAKE SURE TO USE UNCOATED PANTONES WHEN PRINTING (IF PANTONES ARE USED. IF YOU MUST PRINT ON COATED PAPER (GLOSSY/SHINY), USE THE EQUIVALENT COATED PANTONES SPECIFIED BELOW.



PANTONE UNCOATED	PANTONE COATED	CMYK	RGB	HEX
PMS 7559 U	PMS 7559 C	C 34 M 41 Y 60 K 24	R 151 G 127 B 93	# 977F5D
PMS 4027 U	PMS 4027 C	C 32 M 53 Y 94 K 32	R 142 G 100 B 32	# 8E6420
PMS 463 U	PMS 463 C	C 37 M 45 Y 62 K 32	R 134 G 109 B 80	# 866D50
PMS 476 U	PMS 476 C	C 44 M 49 Y 54 K 42	R 111 G 93 B 81	# 6F5D51

TYPOGRAPHY

CORPORATE TYPOGRAPHY SYSTEM

DANTE MT REGULAR CAPS

AA BB CC DD EE FF GG HH II
JJ KK LL MM NN OO PP QQ RR
SS TT UU VV WW XX YY ZZ
0123456789

AT SACKERS ITALIAN SCRIPT

*Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789*

DANTE MT REGULAR CAPS

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

BERTHOLD AKZIDENZ GROTESK CAPS

AA BB CC DD EE FF GG HH II
JJ KK LL MM NN OO PP QQ RR
SS TT UU VV WW XX YY ZZ
0123456789