



I N T E G R I T Y

W I N E S

BRAND GUIDELINES

ABOUT

Rum fuga. Rum aces quo et moluptatios a quibus ut experunde ipsam velita as enes qui ut labo. Ximaxim oluptae. Itatio. Sed quo estempos est, ex eic to dolorio es et venist haruptiis conem im si diaecae ctibus dolo imossi odi cor autatis volore, nihit, si quam utatem imust ommodipis ex ex explanis reruptas ut modita andelesequae dollutate qui deliquunt audi dolecturerum faceper spedion et, qui ut idunt, conectur rernati sint reium aspere ent fuga.

Nate aliqui officium quiatur erumquas millauda vent que ommolorum quidundipsam harci ipsa sus, veliquam, et vere quid mos maximus vel ma nos expe dolor rerspe doles explaborror archil ipsandem volupti optatum sum harunt et voluptat ma vident rest, cus si si cor raes quiscim aximaio et lis volore omnim ratas arum fugiate nempor arum ipsa corecto que doleste nienduciunt que vid earchit, consequere resendam volorer ovitio.

Udit quaectia aperfer iossum id explaturiam adicaest ea consequis unt ad eaquo iusaper ionectium incipsa voluptat ipsandu cipsand iatiore atum inctur sam enda assinctur audi optas repudi quas quo ipic te iuntis volorepro tem aliquis sinima sequaecte volorep tiurerum res qui vent.

LOGO



MAIN LOGO

The main logo features a box around the text and thumbprint graphic mark. The box is used to set off the logo when there are no natural borders or edges separating the logo from the rest of the items on the page. The box may be omitted when other design elements separate the logo from the rest of the design or when there is ample space between the logo and other design elements.

LOGO USES



Cap height of free space on all sides of logo box
(if box is omitted, the same amount of space must remain)

The Integrity logos should be used in this order of preference:

- gold foil logo on black or white,
- process gold logo on white,
- process gold logo on black,
- black logo on white background, or
- white logo on black background.

The design line around the outside of the logo should never be less than .25 point, and if printing in actual foil, should never be smaller than .5 point.

Take care when reducing the logo that the WINES portion of the logo is always legible. In general, the logo should never appear smaller than 1" across.

Do not set the logo over a photograph or other image. Use a black or white background for the logo. The gold on white logo is especially delicate, and it must be set on white with cap height separating the background from the design line at the edge of the logo (as seen in the last logo example).

WHAT NOT TO DO

The logo must be used correctly in order to maintain brand recognition and integrity. Here are some examples of how **not** to use the logo.

Do **not** alter position of logo elements



Do **not** alter proportions of logo elements



Do **not** rotate the logo



Do **not** shrink the proportions of the box



Do **not** stretch or skew the logo



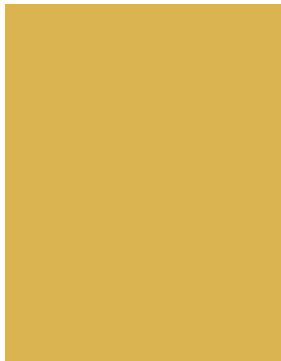
Do **not** place the logo over images



COLOR

COLOR

Integrity gold should be used for the logo whenever possible, and it can also be used for headings and emphasis (but take care not to overuse it). Rick black like the below should be used for print and screen to ensure the best contrast.

**CMYK**

C0, M17, Y74, K17

RGB

R217, G180, B81

HEX

#D9B451

**CMYK**

C75, M68, Y67, K90

RGB

R0, G0, B0

HEX

#000000

TYPOGRAPHY

TYPOGRAPHY

The logo font, Engravers is not to be used except in the logo itself. The headline font, Bebas Neue Bold, should have tracking (letter spacing) of 125 for legibility and distinction. It is a all-caps font and therefore should only be used for headlines, short paragraphs, or quotes. Barlow Condensed is the brand typeface. Barlow Condensed Light is the font used for body copy, while Barlow Condensed Medium is used for body emphasis.

HEADLINE FONT

BEBAS NEUE BOLD

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**0123456789
!#\$%^&*()**

BODY COPY

Barlow Condensed Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789
!#\$%^&*()

BODY EMPHASIS

Barlow Condensed Medium

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

**0123456789
!#\$%^&*()**



INTEGRITY

WINES