

WOODEN VALLEY WINERY

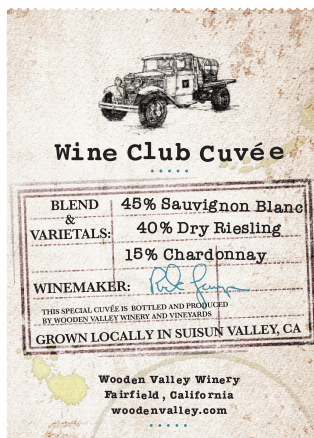
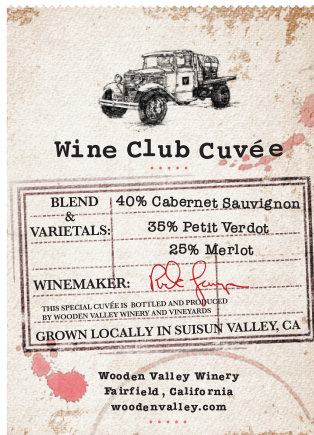
BRAND STANDARDS

WINE CLUB CUVÉE

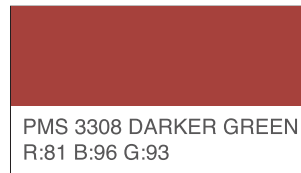
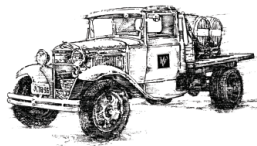
LOGO:

Wine Club Cuvée

LABEL:



GRAPHIC ELEMENTS:



COLORS:

Red - Process Mix:

4/C: 14.5C, 81M, 71Y, 25K
(Note: we bumped this up on press for the label for a richer red)

Process Black:

100% K

LABEL'S FONTS:

American Typewriter Family

- Used for brand, vintage, varietals, descriptor and source (WV information)

- Note: to achieve the 'imperfections' of x-height, each character/letter is individually staggered (ascenders and descenders) and set-width is altered, then outlined and grouped by line.

- Some fonts have a stroke applied to achieve a bolder face

Clarendon Text Pro - Regular

- Used for the legend

- All Caps

