

Wooden Valley Winery Brands Standards

Exit 41

Logo:

Most Used - Color

EXIT FORTY ONE⁴¹

Secondary - Color

Suisun Valley, California

EXIT FORTY ONE⁴¹

B/W

Suisun Valley, California

EXIT FORTY ONE⁴¹
2020 red wine

Label:

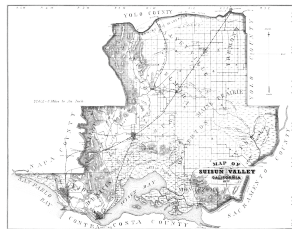


EXIT FORTY ONE, 750mL

Graphic Elements:



CROPPED, 20% STRENGTH (ON LABEL)



FULL FIELD BLACK / WHITE



STAND ALONE LEGEND

"OUR VALLEY HAS BEEN PRODUCING PREMIUM FRUIT FOR THE LAST 100 YEARS. INTRODUCTIONS ARE NOT REQUIRED FOR THIS WINE. JUST ENJOY."

Rick Lanza
RICK LANZA | WINEMAKER

[38.2768° N, 122.1132° W]

LATITUDE - LONGITUDE

Rick Lanza *Rick Lanza*

RICK LANZA, WINEMAKER SIGNATURE



Colors:

Red: PMS 201

#9c1f2e

4/C: 24C, 99M, 78Y, 18K

RGB 163, 38, 56

Black:

100% K

Gray:

25% K



Label's Fonts:

American Typewriter Regular

American Typewriter Semi-Bold

American Typewriter Bold

Helvetica Neu Family (If San-Serif font is used)

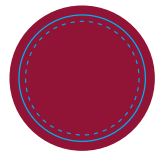
Capsule:

Embossed '41' Logo, Top center of capsule



EMBOSSED CAPSULE TOP

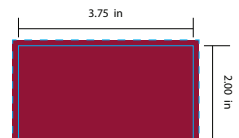
POLY CAPSULE



Color:

SPOT: PMS# 1955

4/C: (30C, 100M, 70Y, 27K)



Match color visually to label sample