

Primary Logo



Blue indicates Clear Space. The blue area must be kept free of other elements. Grey padding indicates Safe Zone.

Magenta indicates type and element alignment and boundaries.

The minimum required Clear Space is defined by the measurement 'y'

ALTERNATIVE LOGO COLORS

NOTE: Please use the red and tan version or the black and white version. Don't substitute alternate colors for the logo.



NOTE: The tan wine bottle changes color (WCW TAN) when used on a white background for visibility



NOTE: Place this version if the background is too busy.



WCW IDENTITY COLOR GUIDE



CMYK
20 100 76 10

WEBSAFE
B6 1F 3C



CMYK
34 30 45 1

WEBSAFE
AE A4 8D



CMYK
23 22 52 0

WEBSAFE
C9 BA 8A

SECONDARY ACCENT COLOR



CMYK
68 25 37 40

WEBSAFE
37 69 6C

FONTS USED IN LOGOTYPE AND HEADLINES

Trade Gothic Bold Cond. No.20

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Trade Gothic Cond. No.18

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

FONTS USED IN BODYCOPY

Trade Gothic Light

abcdefghijklmnopqrstu**vw**xyz

PHOTOGRAPHY



Warm, real people, real environments. Nothing too staged, natural light, Short depth of field, dark backgrounds to allow type to knock out. Farm-to-table aesthetic.