



Black & White / Grayscale (35% K)

NAUMES FAMILY  
VINEYARDS



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INDEPENDENT BRAND ELEMENTS - Do not alter proportions

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COLOR PALETTE - inks and foils



cmyk..... C100 M70 Y5 K55  
rgb..... R22 G41 B76  
web..... HEX 16294C  
spot..... PANTONE 2757-C

C93 M25 Y65 K68  
R25 G56 B41  
HEX 193829  
PANTONE 3435-C

C5 M100 Y55 K28  
R136 G33 B60  
HEX 88213C  
PANTONE 1945-C

C0 M14 Y5 K1  
R227 G204 B205  
HEX E3CCCD  
PANTONE 691-C

C5 M30 Y100 K17  
R179 G140 B42  
HEX B38C2A  
PANTONE 1245-C

KURZ FOIL  
425  
REDS & WHITES

KURZ FOIL  
397  
ROSÉS

BLACK TEXT  
CUSTOM CREME BG  
C0 M1 Y4 K0  
R254 G251 B241

Fonts

BICKHAM SCRIPT PRO: *Varietals and tagline: 100-year legacy of farming and family pride is at the root of our vineyards.*

LHF CAMEO SPUR BOLD: **NAUMES LOGO** LHF CAMEO REG: **VINTAGE & APPELLATION** FRANKLIN GOTHIC FAMILY: TEXT / BODY COPY