

LOGO VARIATIONS



ANDERSON VALLEY

Logo with Appellation should be used primarily.



Logo with Appellation should only be used in a secondary location collateral after Appellation logo has been represented.



“G” to be used as a watermark behind text not as a logo.

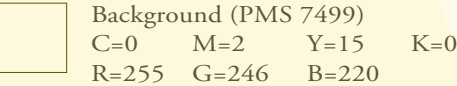


Full Color Duck image should be used in conjunction with wordmark logo, not alone

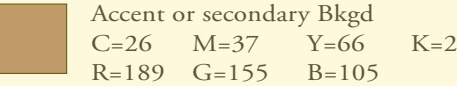


Watermark Duck image should be used in conjunction with wordmark logo, not alone

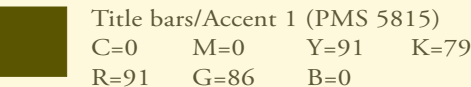
COLORS:



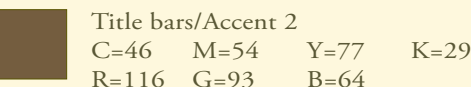
Background (PMS 7499)  
C=0 M=2 Y=15 K=0  
R=255 G=246 B=220



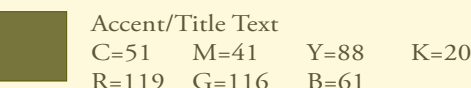
Accent or secondary Bkgd  
C=26 M=37 Y=66 K=2  
R=189 G=155 B=105



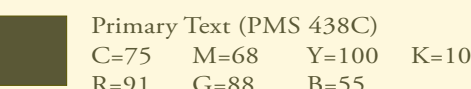
Title bars/Accent 1 (PMS 5815)  
C=0 M=0 Y=91 K=79  
R=91 G=86 B=0



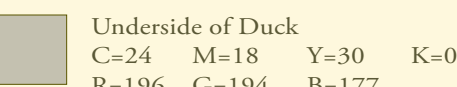
Title bars/Accent 2  
C=46 M=54 Y=77 K=29  
R=116 G=93 B=64



Accent/Title Text  
C=51 M=41 Y=88 K=20  
R=119 G=116 B=61



Primary Text (PMS 438C)  
C=75 M=68 Y=100 K=10  
R=91 G=88 B=55



Underside of Duck  
C=24 M=18 Y=30 K=0  
R=196 G=194 B=177

USES:

Bkgd: Full page  
Text: Against dark backgrounds  
Logo: against dark background

Bkgd: Small spaces  
Text: Titles Only  
Logo: Never

Bkgd: Title Bars, not with body copy  
Text: Titles Only  
Logo: Against light bkgds

Bkgd: Title Bars, not with body copy  
Text: Titles Only  
Logo: Against light bkgds

Bkgd: Never - Lines, borders, etc.  
Text: Never  
Logo: Against any background

Bkgd: Never  
Text: All body copy  
Logo: Never

Bkgd: Never  
Text: Never  
Logo: For the shadowed part of the duck logo

FONTS:

Primary Business Communications Font:

Garamond (*Faxes, Memos, Letters, Emails, etc.*)

Design Title Font:

*REQUIEM FINE* - Small Caps, Italic, Tracking=100 pt, Vertical Scale 90%, Horizontal Scale 103%  
(Acceptable Substitutue Adobe Garamond Pro with same adjustments.)

Design Text Font:

Adobe Garamond Pro - Tracking 10 pt, Vertical Scale 90%, Horizontal Scale 103%, Leading +1 pt.



ANDERSON VALLEY

Goldeneye began making premium quality Pinot Noir from its estate winery in the Anderson Valley in 1997. Blending grapes from four estate vineyards planted to 19 clones of Pinot Noir on 11 different rootstocks, Goldeneye is dedicated to crafting wines of refinement and elegance from a rich palette of terroir-inspired fruit. Reflecting the Mendocino Coast’s unique marine influences, sites and soils, these grapes create complex, elegant Pinots. To further enhance natural depth and distinctiveness, winemaker Zach Rasmuson selects only a small percentage of the finest fruit for each vintage, before applying small-lot, artisan winemaking techniques.

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