

**PAUL'S FINE
WINE & SPIRITS
BRANDING**

ROUND 2

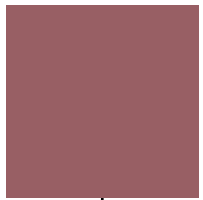
**Prepared by
JAS Design & Screen-Printing**

COLOR PALETTE

Primary



Secondary



Secondary color to be used to accent and contrast the dark primary color. Represents the color of barley.

Secondary color to be used to accent and contrast the dark primary color. Represents the color of hops.

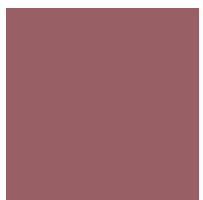
Secondary color to be used to accent the primary color. Represents the color of grapes.

Primary color to be used as the main color of the brand. Purple represents luxury, extravagance and nobility. This color is subdued to provide contrast for optimal visibility on a white background.

Primary



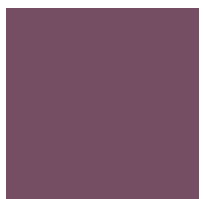
Secondary

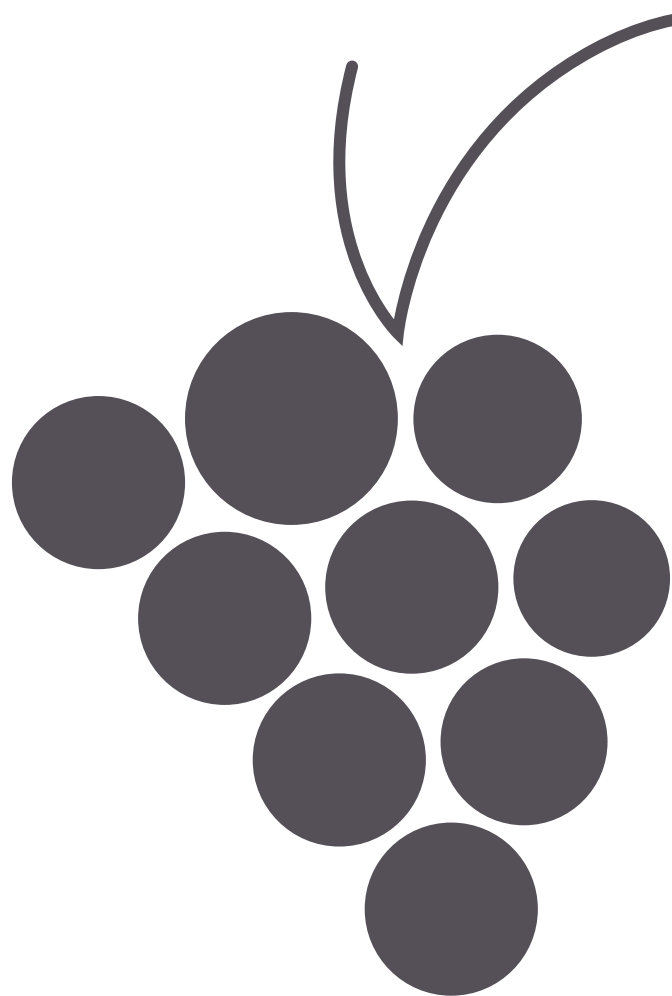


Primary



Secondary





Paul's

FINE

WINE

& Spirits

Paul's

FINE WINE

& Spirits



Paul's

FINE WINE

& Spirits





Paul's

**FINE
WINE**

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