

PAUL'S FINE WINE & SPIRITS BRAND GUIDE

Prepared by:

Shannon Malloy

JAS Design & Screen-Printing Studio

COLOR PALETTE

Primary



Secondary

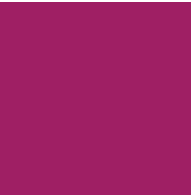


- Secondary color to be used as an accent and contrast the dark primary color. Represents the color of barley.
- Secondary color to be used as an accent and contrast the dark primary color. Represents the color of hops.
- Secondary color to be used to accent the primary color. Represents the color of grapes/wine.
- Primary color to be used as the main color of the brand. This dusty prupler is meant to represent luxury, extravagance and nobility. This color is subuded to provide contrast for optimal visibility on a white background.

Pantone Colors



Cool Gray
11



7648C



7490C



467C

RGB



#554F57



#993366



#7F9A56



#D2B899

CMYK



C - 64
M - 62
Y - 50
K - 31



C - 38
M - 93
Y - 36
K - 10



C - 54
M - 24
Y - 82
K - 5



C - 18
M - 26
Y - 41
K - 0

When providing brand colors for digital use these are the HEX codes you would give so your colors are consistent across the web.

When providing brand colors to a printer these are the pantone or CMYK values you would give them to match so your colors are consistent in all mediums.

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