

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

**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 barely.

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 subuded to provide contrast for optimal visibility on a white background.

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**OPTION 1**

**"GRAPE VINE"**



*Paul's*

**FINE**

**WINE**

*& Spirits*

*Paul's*  
**FINE WINE**  
*& Spirits*



*Paul's*  
**FINE WINE**  
*& Spirits*

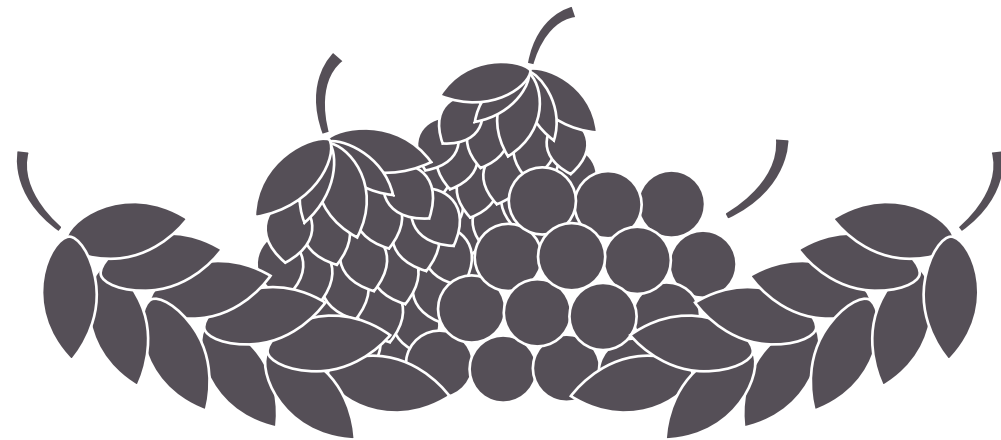


**OPTION 2**

**"CORNUCOPIA"**

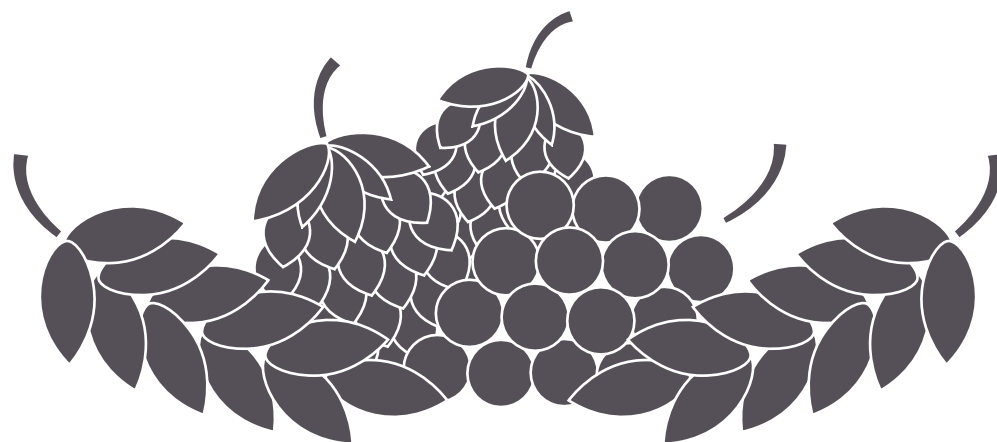


*Paul's*



**FINE WINE & SPIRITS**

*Paul's*



**FINE WINE**

*& spirits*

*Paul's*



**FINE WINE**

*& spirits*



*Paul's*



**FINE WINE & SPIRITS**



*Paul's*  
**FINE WINE**  
*& spirits*

**OPTION 3**

**"WINE &  
SPIRITS BOX"**

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



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





PAUL'S  
**FINE WINE**  
& SPIRITS