

PAUL'S FINE WINE & SPIRITS BRANDING

ROUND 3

Prepared by:

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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

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

RGB



#554F57



#993366



#7F9A56



#D2B899

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

CHOICES TO MAKE

After reviewing this PDF please let us know which items are approved and/or specify which 'option' you prefer.

- Color palette
- Type lock-up
- Icon
- Primary logo
- Secondary logo
- Polo design
- Women's polo color(s)
- Men's polo color(s)
- Additional promotional item(s)

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ICON



PRIMARY LOGO - FOR WEB USAGE

OPTION 1



PRIMARY LOGO - FOR WEB USAGE

OPTION 1



PRIMARY LOGO - FOR WEB USAGE

OPTION 2



PRIMARY LOGO - FOR WEB USAGE

OPTION 2



PRIMARY LOGO - FOR WEB USAGE

OPTION 3



PRIMARY LOGO - FOR WEB USAGE

OPTION 3







Paul's
**FINE
WINE**
& Spirits

PAUL'S FINE WINE & SPIRITS APPAREL CHOICES



Item's with a star are my recommendation for color

LADIES BURGUNDY - OPTION 1



LADIES NAVY- OPTION 1



MEN WINE - OPTION 1



MEN NAVY - OPTION 1



MEN ESPRESSO - OPTION 1



MEN CHARCOAL - OPTION 1



LADIES BURGUNDY - OPTION 2



LADIES NAVY- OPTION 2



MEN WINE - OPTION 2



MEN NAVY - OPTION 2



MEN ESPRESSO - OPTION 2



MEN CHARCOAL - OPTION 2



INSULATED CAN HOLDER NAVY



CANVAS GROCERY TOTE NAVY



#1



#2

SINGLE BOTTLE WINE TOTE



Embroidered



Screen-printed

THANK YOU!

Feel free to contact us to make an appointment if you have any questions or want to go over anything in person.

We look forward to hearing what you think!

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