

Priest Ranch
Identity Guidelines

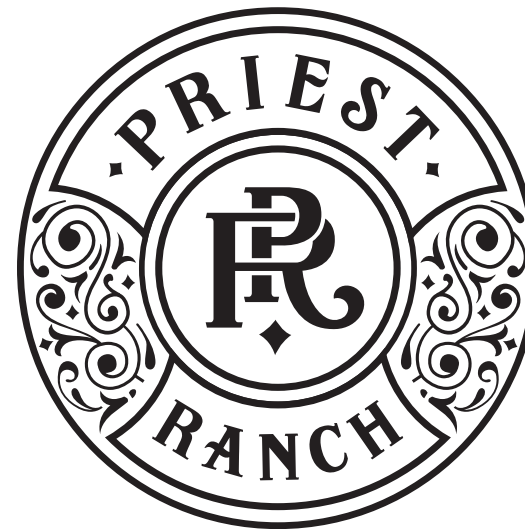


FEBRUARY 2016

Introduction

Your brand identity is an extremely valuable and important asset. Its use, distribution, and implementation must be carefully governed in order to maintain consistency in your brand communications, present a unified image, and build brand awareness.

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Primary Identity

Your Primary Identity is comprised of custom letter forms and proprietary design treatments that are unique and were created to represent your brand.

When developing new communication elements—such as print collateral, ads, electronic media, etc.—it is preferred that your Primary Identity be used.

Note: Please use only approved production art and carefully monitor the use of the artwork both internally and by outside vendors.



Logo

Secondary Identity

When it is necessary to do so, your Secondary Identity may be used in place of your Primary Identity.

***Note:** Please use only approved production art and carefully monitor the use of the artwork both internally and by outside vendors.*

PRIEST·RANCH

Wordmark

Clear Space

Space around your identity is intended to help improve legibility and recognition.

The clear space surrounding your Primary, and Secondary Identities is the minimum area that must be kept free of any other graphics or text. The clear space unit is defined by the “x” height, which is equal to the letter “E” as used in the identity.

Note: This is the minimum recommendation, and more clear space is preferable.



Minimum Size

The minimum size of the identity is based on the height of the wordmark. The logo can be used in any size provided it does not go below the minimum. Any scaling of the logo should be proportional.

***Note:** Minimum height does not include required clear space. Please take note of which logo version to use for minimum sizes.*

Primary Identity



Print Applications
 .75 inches high (at 300 dpi)



Electronic Applications
 70 pixels high (at 72 dpi)

Secondary Identity



Print Applications
 .3 inches high (at 300 dpi)



Electronic Applications
 40 pixels (at 72 dpi)

Color

Consistent use of color is essential to your brand’s strategy. To add depth to the brand, a color palette has been created for use in printed and electronic materials. These colors are derived from the Priest Ranch identity. Each of these colors are shown in Pantone PMS, CMYK and RGB.

Note: All reproduction should be carefully reviewed to ensure color accuracy. The colors shown here are only a representation. For actual colors, refer to Pantone color swatch books.

Primary Colors



**PRIEST RANCH
BLACK**



**PRIEST RANCH
SILVER**

PANTONE®	PANTONE BLACK	PANTONE 877
CMYK	C0 M0 Y0 K100	C0 M0 Y0 K60
RGB	R35 G31 B32	R128 G130 B133

Secondary Colors



**PRIEST RANCH
SLATE BLUE**



**PRIEST RANCH
CREAM**

PANTONE®	PANTONE 5405	PANTONE 7527
CMYK	C69 M50 Y38 K11	C9 M7 Y11 K0
RGB	R90 G110 B127	R229 G227 B22

Black & White

When it is not possible to reproduce your identity in color, it is important to retain the visual impact of the identity by using white in place of Priest Ranch Silver & Black.

Note: For black & white applications, please use the specific artwork / files as provided in your Logo Library.



PRIEST·RANCH

PRIEST·RANCH

Incorrect Uses

The universal rule of thumb is never alter the artwork in any way. The examples presented here show unacceptable uses, alterations, and variations of your identity. In an effort to maintain the integrity of your brand it is critical to avoid these.

Note: Do not attempt to re-create the identity.

Primary Identity



DO NOT rotate the identity.



DO NOT distort the identity.



DO NOT alter the relationship between the words in the identity.



DO NOT alter the color.



DO NOT add effects.



DO NOT use gradients within the identity.

Incorrect Uses

The universal rule of thumb is never alter the artwork in any way. The examples presented here show unacceptable uses, alterations, and variations of your identity. In an effort to maintain the integrity of your brand it is critical to avoid these.

Note: Do not attempt to re-create the identity.

Secondary Identity



DO NOT rotate the identity.



DO NOT distort the identity.



DO NOT alter the relationship between the words in the identity.



DO NOT alter the color.



DO NOT add effects.



DO NOT use gradients within the identity.

Type

Consistent use of typography is central to the development of a strong brand. Reliance on a specific typeface will work to build recognizability and market differentiation.

The primary brand typeface shown here should be used in headlines, body copy, pull quotes, charts and all other forms of communication. It is important to employ this type family wherever possible.

Note: *Filosofia* typeface can be purchased at: <http://www.myfonts.com/fonts/emigre/filosofia-ot/>

Primary Brand Typeface

Filosofia

Filosofia (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Filosofia (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Filosofia (Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Filosofia (Grand Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FILOSOFIA (GRAND CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FILOSOFIA (SMALL CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Web-Based Type

Since the primary brand typefaces are generally not available when working on the web, an alternative typeface has been identified to maintain visual consistency.

Consistent usage of Georgia for Web copy only, will ensure that the messaging is clear, easy to read and accessible.

Web-Based Typeface

Georgia

Georgia (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia (Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia (Bold Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Detailed Stamp

When it is necessary to do so, you may use the Detailed Priest Ranch stamp as a secondary element away from the primary and secondary logos.

The Detailed Priest Ranch stamp is used primarily for print work, with use on Wine Labels and Retail products. Not recommended for web usage due to its detail.

***Note:** Please use only approved production art and carefully monitor the use of the artwork both internally and by outside vendors.*



Stamp



**Minimum Size
Print Applications**
2 inches high (at 300 dpi)

Primary with Napa Valley

When it is necessary to do so, you may use the Priest Ranch logo with Napa Valley.

The Priest Ranch logo with Napa Valley may be used in print & web collateral, packaging (labels, caps, corks, etc.) and signage.

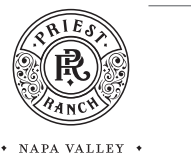
Note: Please use only approved production art and carefully monitor the use of the artwork both internally and by outside vendors.



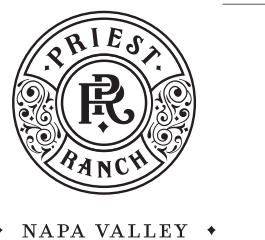
◆ NAPA VALLEY ◆



Primary with Napa Valley



**Minimum Size
Print Applications**
.75 inches high (at 300 dpi)



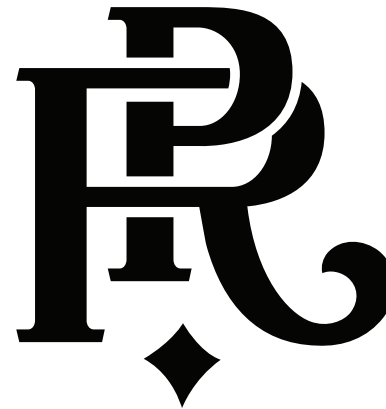
**Minimum Size
Electronic Applications**
90 pixels high (at 72 dpi)

Monogram

When it is necessary to do so, you may use the Priest Ranch monogram as a secondary element away from the primary and secondary logos.

The Priest Ranch monogram may be used in print & web collateral, packaging (labels, caps, corks, etc.) and signage.

***Note:** Please use only approved production art and carefully monitor the use of the artwork both internally and by outside vendors.*



Monogram



**Minimum Size
Print Applications**
.5 inches high (at 300 dpi)



**Minimum Size
Electronic Applications**
50 pixels high (at 72 dpi)

Monogram Wordmark

When it is necessary to do so, you may use the Priest Ranch monogram wordmark as a secondary element away from the primary and secondary logos.

The Priest Ranch monogram wordmark may be used in print & web collateral, packaging (labels, caps, corks, etc.) and signage.

Note: Please use only approved production art and carefully monitor the use of the artwork both internally and by outside vendors.

PRIEST  RANCH

Monogram with Wordmark

PRIEST  RANCH

**Minimum Size
Print Applications**
.5 inches high (at 300 dpi)

PRIEST  RANCH

**Minimum Size
Electronic Applications**
50 pixels high (at 72 dpi)