



OREGON WINE STYLE GUIDE

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PRINT: THE LOGO/COLOR PALETTE



PRINT

Oregon Wine Red

C 30
M 100
Y 70
K 30

PMS 216



WEB

Oregon Wine Red

#660033

R 102
G 0
B 51

PRINT: LOGO USAGE



Filename: OR_wine_red.tif

Use the tif/JPEG version when the application is 4" x 5" or smaller.

Examples:
Print
Web



Filename: OR_wine_redai.eps

Use vector art when the application is larger than 4" x 5."

Examples:
Posters
Billboards

PRINT: LOGO NO-NO'S



Do not crop logo.



Do not stretch logo.



Do not change the color.



Do not use logo on dark colors.



Do not use the logo on busy photos.



Do not enlarge a tif or JPEG more than the recommended 4" x 5."

PRINT: TYPEFACE

Headline Font Trajan Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Font ITC Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headline Font Antique Olive Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary Font Antique Olive Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary Font Antique Olive Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

These fonts may be purchased at:
http://www.adobe.com/type/browser/P/P_1286.jhtml