



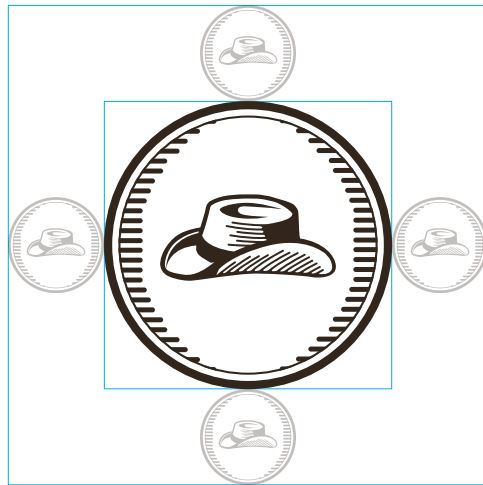
NEW FRONTIER
WINE CO.

BRAND STYLE GUIDE

The following identity and brand system for NEW FRONTIER WINE CO. was created to help you present the brand in a consistent, recognizable, and proprietary way.

LOGO USAGE

How we use our logos is crucial in keeping its visual meaning and identity intact. While we can alter certain aspects of the logo without losing impact and recognition, these options are limited. The guidelines should always be your first option



Clear Space

When the lockup or logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the design's importance. The lockup or logo must be at least 30% of the lockup mark away from illustrations, photographs, rules, page edges, or other type.

Preferred Usage

The preferred use of the lockup and logo is **PANTONE BLACK 4 C** on a white or light background. This application of the logo should always be considered as the first design option.



COLOR

PANTONE BLACK 4 C

C: 60 M: 65 Y: 73 K: 71

HEX: 30261D

PANTONE 7530 C

C: 37 M: 38 Y: 47 K: 3

HEX: A49483

PANTONE 7621 C

C: 21 M: 99 Y: 95 K: 12

HEX: B12029

PANTONE BLACK 6 C

C: 75 M: 68 Y: 67 K: 90

HEX: 000000

PANTONE 875 C

C: 40 M: 55 Y: 69 K: 20

HEX: 88674F

PANTONE 4655 C

C: 21 M: 99 Y: 95 K: 12

HEX: B12029

WHITE

C: 0 M: 0 Y: 0 K: 0

HEX: FFFFFFFF

TYPOGRAPHY

Ultra Regular

Ultra Regular should primarily be used for headlines.

Ultra Regular

**abcdefghijklmnop
klmnopqrs
tuvwxyz**

**ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ**

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore
et dolore magna aliqua.**

Charter

Charter Bold should primarily be used for subheadlines.

Charter Roman should be used in body copy.

Charter Bold

**abcdefghijklmnop
klmnopqrs
tuvwxyz**

**ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ**

**Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua.**

Charter Roman

abcdefghijklmnop
klmnopqrs
tuvwxyz

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed do eiusmod tempor incididunt ut labore et dolore
magna aliqua.

TYPOGRAPHY

Roboto Slab

Roboto Slab should be used for pull-out quote and “calls to action”.

Roboto Slab Bold

abcdefghijklmnop
klmnopqrst
vwxyz

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Roboto Slab Regular

abcdefghijklmnop
klmnopqrst
vwxyz

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Roboto Slab Light

abcdefghijklmnop
klmnopqrst
vwxyz

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Roboto Slab Thin

abcdefghijklmnop
klmnopqrst
vwxyz

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.