



SCHWEIGER VINEYARDS

PRIMARY LOGO



PRIMARY COLOR PALETTE

KHAKI  CMYK: 25/29/47/00
Hex: c3ae8d
PMS: 480 C

GRANITE GRAY  CMYK: 54/51/61/24
Hex: 6d6458
PMS: Warm Gray 11 C

BURGUNDY  CMYK: 32/100/76/43
Hex: 730a25
PMS: 7421 C

FELDGRAU  CMYK: 71/40/66/22
Hex: 4c6d5a
PMS: 5545 C

SILVER CHALICE  CMYK: 34/27/28/00
Hex: acadac
PMS: Cool Gray 6 C

TYPOGRAPHY AND USAGE

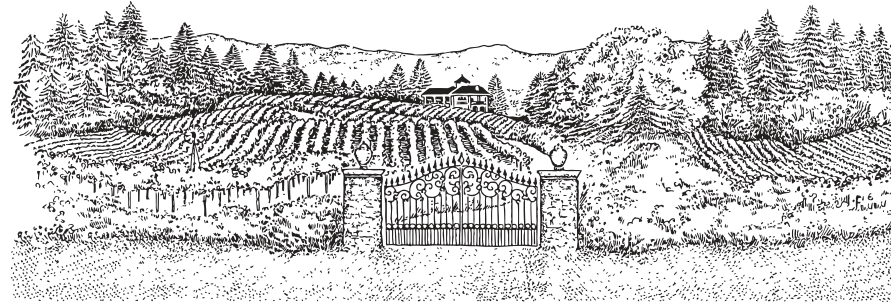
Headline: **CINCEL SEMIBOLD (ALL/SMALL CAPS)**

Headline Accent: *Adobe Garamond Semibold Italics (Upper/Lower, 24 tracking)*

Subhead: **CINCEL MEDIUM (ALL/SMALL CAPS)**

Body: *Adobe Garamond Semibold Italics (Upper/Lower, 15 tracking)*

SUPPORTING ELEMENTS



POSITIONING

?

BRAND IDENTITY / PERSONA

?

TARGET AUDIENCE

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