

Hedges Family Estate – Logo Standards (10.12.05)



This PDF is intended to act as a simple guide for using the Hedges Family Estate logotype properly and consistently in company and 3rd party/reseller/distributor applications. *Use of logos for anything other than Hedges wine sales and distribution is prohibited.*



STANDARD, FULL-COLOR LOGO

This logo is the standard version of the logo to be used in company documents, collateral, advertising, promotions, on-screen, web site, etc. This version of the logotype over a white background is the preferred usage, especially during its debut year in the industry. At bottom/left are some examples of incorrect uses of the logo.

LOGO COLOR PALETTE

		
	BLACK	GRAY
RGB	R - 0	R - 157
(Web)	G - 0	G - 149
	B - 0	B - 136
CMYK		
(4-color process)	C - 0	C - 0
	M - 0	M - 6
	Y - 0	Y - 11
	K - 100	K - 38
Spot color (PMS)	(K 100)	PMS Warm Gray 7

Shown at right are various ways of misusing the Hedges logotype. If you have questions about using the logo please contact Hedges directly.

 <p>Don't "stretch" or alter logo proportions</p>	 <p>Don't use over multicolored backgrounds</p>	 <p>Don't use over pattern backgrounds</p>
 <p>Don't add "drop shadows"</p>	 <p>Don't "screen back"</p>	 <p>Don't rearrange components of logo</p>
 <p>Don't recolor portions of logo</p>	 <p>Don't apply perspective or distortion</p>	 <p>Don't use logo over dark colors</p>