



JARHEAD RED

WINES OF CHARACTER

BRAND STANDARDS GUIDE



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BRAND LOGO

Introduction

This guide is a tool which helps ensure that design quality and standards are maintained. Using the Standards Guide will strengthen the foundation of the brand by bringing a sense of association between Jarhead Wine Company and the various logos. Upholding these design standards will ensure recognizability of the brand.

Please be conscious of these standards, as they have been carefully constructed to compliment your brand identity.

JARHEAD
WINES OF CHARACTER

JARHEAD
WINES OF CHARACTER

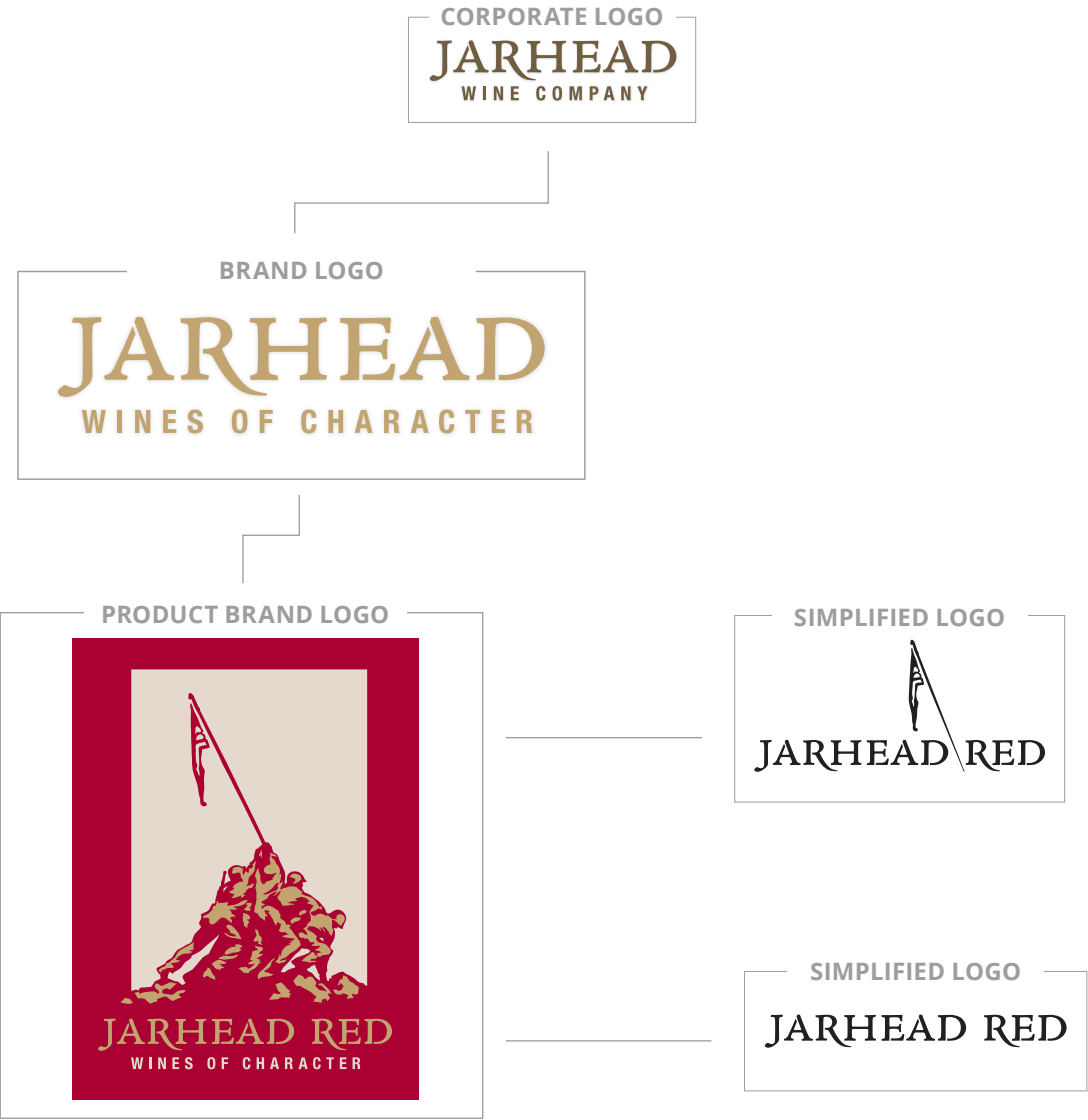
BRAND SYSTEM

Which Logo Do I Use?

The Corporate Logo is reserved for internal/trade usage, for business cards, invoices, etc..

The Brand Logo is the catchall public brand logo for the top of the web site, advertisements, etc.—any broad marketing venue where all of the products are represented and united under a brand umbrella.

The Product Brand Logo is appropriate for wearables, merchandise, brand awareness pieces, and materials where Jarhead Red can be highlighted as the flagship product and, by extension, a sub-brand or quasi brand.



BRAND SYSTEM

The Jarhead Brand Color Palette

The Jarhead Brand Color Palette is shown to the right in both PMS colors and CMYK versions for print and HEX values for web usage. It is important to note that these colors should be used whenever possible.










The CMYK palette is for use in printed materials and the HEX palette should be used for web applications. The PMS color versions are provided for special printing situations where spot color printing is required.

The Additional Colors can be used to highlight or differentiate text for on screen applications (ex: Powerpoint Presentations).



Black and grayscale logos are also available when the brand Color Palette is not an option or when black and white printing is the only option. (ex: newspaper ads).

The logo has been designed as a 1-color version and a white (reversed) version. For maximum readability, the reversed version of the logo should only appear on sufficiently dark, solid backgrounds. Please use your best judgement.

Logo Colors

PMS 411	PMS 874	PMS 194
		
C-0, M-27, Y-36, K-72	C-0, M-20, Y-50, K-30	C-0, M-100, Y-64, K-33
		
HEX #685040	HEX #bc9b6a	HEX #ab0634
		

Additional Colors

BLACK	40% BLACK (LIGHT GREY)
	

LOGO USAGE

Using Reversed Logos

A Reverse Logo has been developed for each level of the brand heirarchy.* The reversed logo absolutely has to be placed over a black or dark background. All colors included in the brand palette will be dark enough for the reversed logos and should be used for brand consistency.

*The more complex Iwo Jima version of the Jarhead Red logo will not work as a 1-color logo therefore it is not included as a reverse option.



Primary Reversed Logo



LOGO USAGE

Managing Background Colors

1-COLOR LOGO
The Primary Logo may be used in 1-Color Black on backgrounds ranging from white to 30% black (or similar values of color). The 1-Color gold logo may be used on backgrounds ranging from white to 20% black (or similar values of color). If the logo must appear on a non-solid background, the background must not be so busy as to impede the clarity and legibility of the logo (please use your best judgement). The logo should never: appear in a tint of black, appear as a tint of color, or be screened back.

REVERSED
The reversed logo may be used in 1-Color white on backgrounds ranging from 50% to 100% black (or similar values of color). If the logo must appear on a non-solid background, the background must not be so busy as to impede on the clarity and legibility of the logo (please use your best judgement). The white logo should never have it's opacity adjusted.

1-Color Usage

ON WHITE



ON 20% BLACK



ON 30% BLACK



ON WHITE



ON 20% BLACK



ON 30% BLACK



Reversed

ON 50% BLACK



ON 75% BLACK



ON BLACK

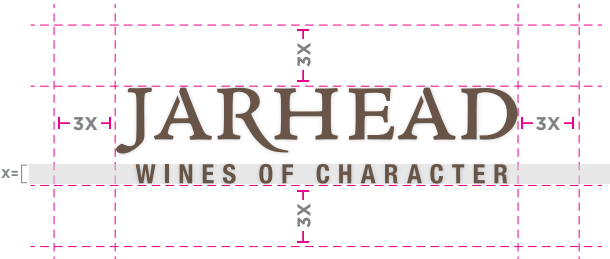


LOGO USAGE

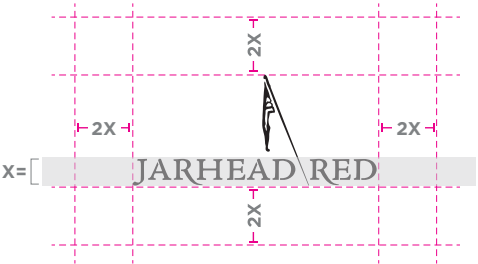
Clear Space For Print & Web

It is essential to maintain the clear space around the logo in order to maximize clear recognition and visual impact. This area of isolation protects the logo from impeding imagery, graphics and page trim.

The minimum clear space must be equal to the proportionate ratio of the height specified as “x”. This applies to both print and web applications.



Primary Logo



Simplified Logo

LOGO USAGE

Correct Uses

The ideal use of the Logo would be the Brand Name version in gold or brown on a white background with plenty of clear space.

The logo can be scaled to any size but the simplified “Jarhead Red” version is recommended for sizes less than 2” wide.

Incorrect Uses

- 1. Do not use the logo in a color not in the brand’s color palette.
- 2. Do not treat the primary descriptor as a separate element.
- 3. Do not use another font in the logo other than the one designed.
- 4. Do not stretch or condense.
- 5. Do not alter the individual elements of the logo.
- 6. Do not rotate the logo.
- 7. Do not use the JARHEAD by itself.
- 8. Do not allow the background color that the logo is placed on be any smaller than the minimum white shape that should surround it.

1



2



3



4



5



6



7



8



LOGO USAGE: JARHEAD RED LOGO

Correct Uses

The ideal use of the Jarhead Red Logo would be the screen printable Iwo Jima version on a dark background with plenty of clear space.

The logo can be scaled to any size but primary descriptor “Wines of Character” will be lost at small scale.

Incorrect Uses

Along with the incorrect uses explained on the previous page, please avoid the following when dealing specifically with the Jarhead Red Iwo Jima image.

- 1. Do not use the logo without a dark background.
- 2. Do not scale so small that the primary descriptor becomes illegible.
- 3. Do not use against any light color and try to avoid using colors outside of the brand palette.
- 4. Do not reverse the direction of the Iwo Jima image.



1



2



3



4



BRAND SNAPSHOT

Logos Across Multiple Applications

The ideal use of the Jarhead Red Logo would be the two jima version on a dark shirt color with plenty of clear space.

On Polo Shirts and Ball Caps, where the logo will need to be embroidered, the simplified logo should be used.



JARHEAD
WINE COMPANY

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