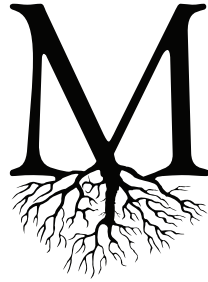


# MONTINORE ESTATE BRAND GUIDELINES

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## PRIMARY LOGO



MONTINORE ESTATE

## ADDITIONAL MARKS

*Willamette Valley, Oregon*

Location on Light Background



*Willamette Valley, Oregon*

Location on dark Background

For use when background is darker than text.

## SECONDARY LOGOS



'M' mark only

For use when work mark appears separately in layout.



Reverse 'M' mark

To be used when background color is darker than logo.

MONTINORE ESTATE

*Willamette Valley, Oregon*

Word mark with location

For use when larger than 2".

MONTINORE ESTATE

Word mark only



MONTINORE ESTATE

*Willamette Valley, Oregon*

Word mark with location

For use when smaller than 2" AND on a dark background.

# MONTINORE ESTATE BRAND GUIDELINES

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## TYPE AND USAGE PRINT

### TITLES:

ADOBE GARAMOND PRO REGULAR  
ALL CAPS, TRACKING 170 OVER 14PT

TRACKING 100 AT TYPE SIZES 14PT AND UNDER.

### SUBTITLES:

ADOBE GARAMOND PRO BOLD  
ALL CAPS, TRACKING 60

### Body Copy:

Adobe Garamond Pro Regular, Montinore Grey on white background.

### *Montague Script:*

Use for *Willamette Valley, Oregon* only.  
(Use outlined versions on previous page if possible.)

## TYPE AND USAGE WEB

Heading 1: Adobe Garamond Regular, Titles

HEADING 2: TW CEN MT BOLD, SUBTITLES, ALL CAPS,  
TRACKING 50, MONTINORE GREY

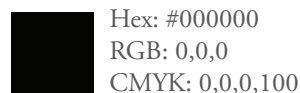
Body Copy: TW CEN MT Regular, Body copy, Montinore Grey

## COLORS

### Primary Colors

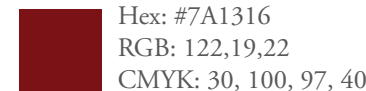
#### Montinore Black

Use for: primary & accents



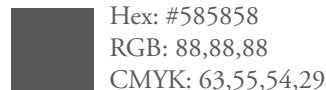
#### Montinore Red

Use for: primary after black



#### Montinore Grey

Use for: copy & accents only

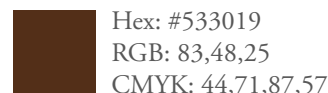


### Wine Specific Colors

(For use on packaging and printed promotional materials only.)

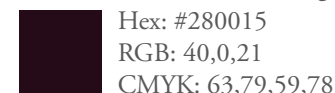
#### Montinore Bronze

Use for: Reserves



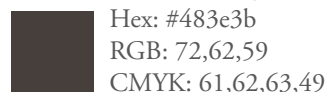
#### Montinore Deep Purple

Use for: Graham's Block Designate



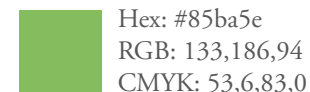
#### Montinore Mineral

Use for: Cataclysm Designate



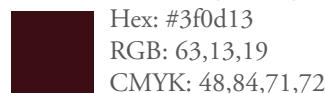
#### Montinore Green

Use for: Opulence whites only



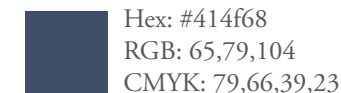
#### Montinore Burgundy

Use for: Parson's Ridge Designate



#### Borealis Blue

Use for: Borealis white blend only



# MONTINORE ESTATE BRAND GUIDELINES

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## COLORS CONTINUED

### Label Colors (For foil only.)

#### Montinore Foil Red: LUXOR 359

Use for: Designates Collection



Hex: #72292c  
RGB: 114,41,44  
CMYK: 34,88,74,42

#### Montinore Foil Pewter: 7720s Pewter

Use for: Reds in the Reserve collection



Hex: #d3bc8e  
RGB: 211,188,142  
CMYK: 18,23,49,0

#### Montinore Foil Purple: LUXOR 341

Use for: Cataclysm Designate



Hex: #5e3a5c  
RGB: 94,58,92  
CMYK: 64,83,39,26

#### Montinore Foil Green: 3654 Pale Green

Use for: Whites in Opulence collection



Hex: #85ba5e  
RGB: 133,186,94  
CMYK: 53,6,83,0