NASTY WOMAN

Brand Standard

NASTY WOMAN WINES MAIN IDENTITY:

Placement: Centered alignment whenever possible. Occasional off center alignment (*i.e. hashtag campaigns*).

Orientation: Identity orientation is horizontal & mainly angled.

NASTY WOMAN

#NASTY WOMAN WINES

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PINOT NOIR MAIN COLOR = MATCH SCREWCAP: PMS 7423C
CMYK: 5.4, 76.01, 25.9, 0
RGB: 228, 99, 134
HTML: #E46386

FOR WEB = 100% MAGENTA
CMYK: 0, 0, 0, 100
RGB: 236, 0, 140
HTML: #EC008C

FOR WEB = 100% MAGENTA
CMYK: 0, 0, 0, 100
RGB: 236, 0, 140
HTML: #EC008C

NASTY WOMAN WINES HASHTAGS + HANDLE:

Placement: Centered alignment whenever possible. Occasional off center alignment
(i.e. hashtag campaigns).

Orientation: Identity orientation is horizontal & mainly angled.
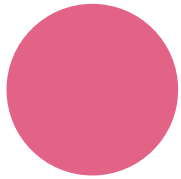
#NASTY WOMAN WINES
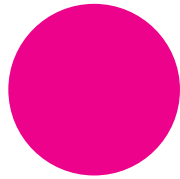
#GET NASTY

@NASTY WOMEN WINES

NASTY WOMAN WINES COLOR PALATTE:

BRAND IDENTITY WILL ALWAYS BE IN FULL COLOR, OR SPOT PANTONE MATCH.
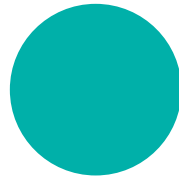
Accent colors for usage in promotional materials when variety or emphasis is desired.
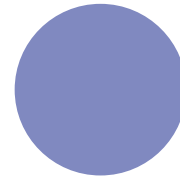Must be pre-approved by owners Meg & Jerry Murray.

PANTSUIT PINOT / PMS 7423U
CMYK: 5.4, 76.01, 25.9, 0
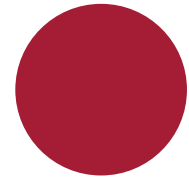RGB: 228, 99, 134   HTML# E46386

PANTSUIT PINOT 4 WEB = 100% M
CMYK: 0, 0, 0, 100
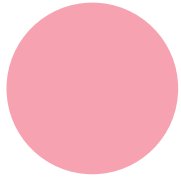RGB: 236, 0, 140   HTML# EC008C

PAVE THE WAY CHARDONNAY / PMS 326U
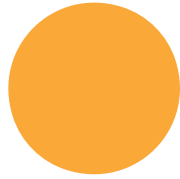CMYK: 85.55, 1.52, 41.17, 0
RGB: 0, 175, 170   HTML# 00AFAA

BOSS LADY BUBBLES / PMS 7456U
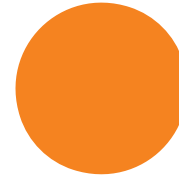CMYK: 52.62, 43.86, 2.14, 0
RGB: 128, 137, 191   HTML# 8089BF

REPRESENT RED / PMS 201U
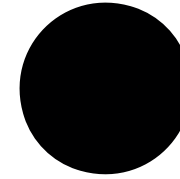CMYK: 24, 99.7, 78.32, 17.4
RGB: 164, 31, 53   HTML# A41F35

PROGRESS PINK / PMS 1765U
CMYK: 0, 45.15, 13.22, 0
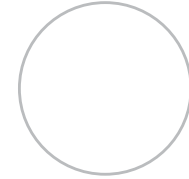RGB: FFA7B3   HTML# FFA7B3

PMS 123U
CMYK: 0, 39.21, 88.79, 0
RGB: 255, 168, 54   HTML# FFAD26

PERSIST PINOT GRIS / PMS 151U
CMYK: 0, 59.75, 100, 0
RGB: 255, 131, 0   HTML#FF8300

RICH BLACK
CMYK: 60, 40, 40, 100
RGB: 0, 0, 0   HTML# 000000

WHITE
CMYK: 0, 0, 0 ,0
RGB: 255, 255, 255   HTML# FFFFFF

NASTY WOMAN WINES FONT FAMILY:

Fonts can be purchased from myfonts.com.

NEXA RUST SANS, BLACK 02

ENGRAVERS LH BOLD FACE

Satisfaction Regular

Mrs. Eaves Roman Regular

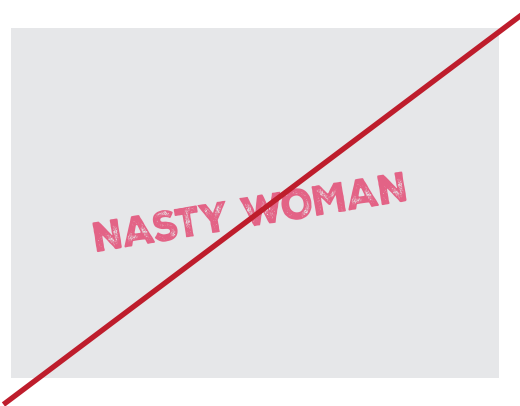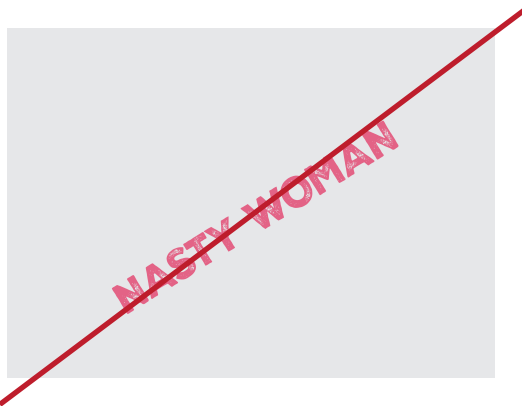*Mrs. Eaves Italic Regular*

Helvetica Neue Font Family

Futura Font Family

NASTY WOMAN WINES ORIENTATION:

Correct Usage: Align identity vertically. Centered alignment as a standard whenever possible.

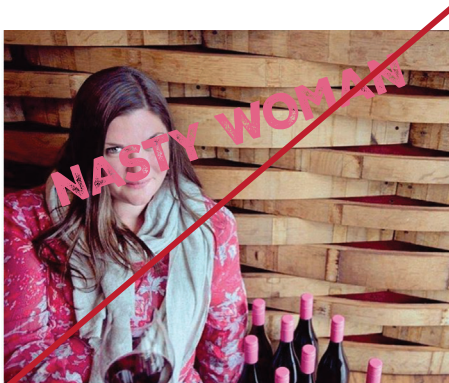Incorrect Usage: Do not tilt or rotate identity.

NASTY WOMAN WINES JUXTAPOSITION:

In conjunction with photographic backgrounds and graphic imagery.

Correct Usage: The identity should be used in conjunction with imagery that is uniform in tone and shape complexity. Soft focus areas are excellent for providing contrast and strong visibility.
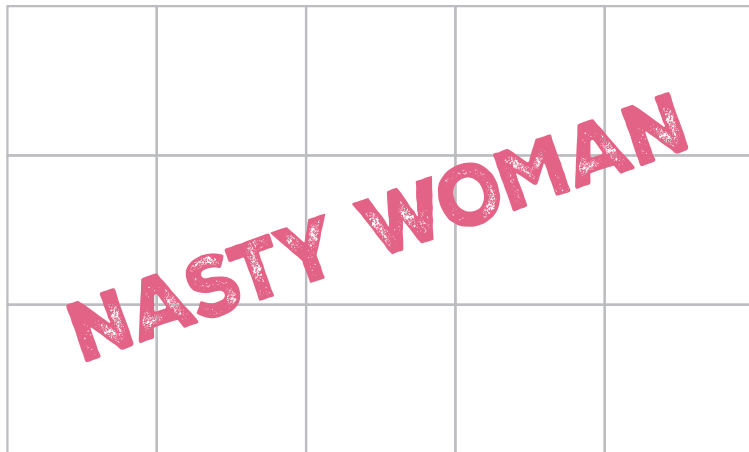

Incorrect Usage: The identity should not be used in conjunction with imagery that is close in color or excessively complex in shapes and forms.

NASTY WOMAN WINES IDENTITY CLEARANCE:

Safety Area: The safety area is preserved around the Nasty Woman Wines identity to avoid interference with competing elements such as typography, graphics and/or imagery with complexity or varying contrasting elements whenever possible.

Orientation: The incremental clearance is based on a proportion equal to at least a ¼ to ½ of the Nasty Woman Wines logo height and extending outward around all four sides.

Incremental clearance of at least a ¼ to a ½ of the logo height on all four sides.