



Guidelines for Use of the DuCard Vineyards Brand Identity

DuCard Vineyards exclusively owns the rights to its brand identity and has established guidelines for special use of its logo by other parties. Intended use of the DuCard Vineyards logo by other parties must be approved by DuCard Vineyards prior to printing, posting online or any other use. Logo colors may not be changed, nor may logo elements be used independently without the full logo. The logo may **ONLY** be used as shown herein. Additional uses of the logo and brand identity materials may be utilized by DuCard Vineyards, with greater variation than is set forth in these guidelines, at its sole discretion. These variations may **NOT** be replicated by other parties.

DuCard Logos

DuCard Vineyards logos are in several formats. The **PRINT files** include EPS and PDF formats and are for professional printing use. Print files are vector-based and fully scalable. The color format is CMYK. The **SCREEN files** include JPG and PNG formats and are for websites, social media, e-news and other on-screen use. Screen files are *not* scalable. They must be used at the size provided or smaller. The color format is RGB.

Click on the links below the logos to download the appropriate file(s).

These logos may be used on a white, colored, patterned or photographic background, as long as the logo is prominent and is **NOT** overpowered by the background color(s) or image(s).



[Download CMYK files for PRINT](#)
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[Download CMYK files for PRINT](#)
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[Download CMYK files for PRINT](#)
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These logos may be used on a white background **ONLY**.



[Download CMYK files for PRINT](#)
[Download RGB files for SCREEN](#)



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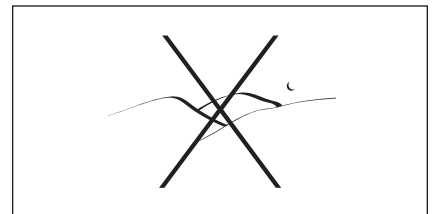
A Boutique Winery in a Majestic Mountain Setting

ducardvineyards.com | 540.923.4206 | f 309.215.4055 | 40 Gibson Hollow Lane | Etlan, Virginia 22719



Logo Use Guidelines

These are NOT acceptable uses of the DuCard Vineyards logo.



DuCard Colors

The color palette for the DuCard Vineyards brand is below.



CMYK: 0/0/0/100
RGB: 0/0/0
#000000



CMYK: 30/50/85/0
RGB: 187/136/72
#bb8848



CMYK: 0/0/0/40
RGB: 167/170/172
#a7aac

DuCard Fonts

These are the preferred fonts for DuCard Vineyards materials.

Text: Adobe Garamond

Headlines: Bernhard Modern BT

Questions? Contact Scott Elliff at scott@ducardvineyards.com or 540-923-4206.

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