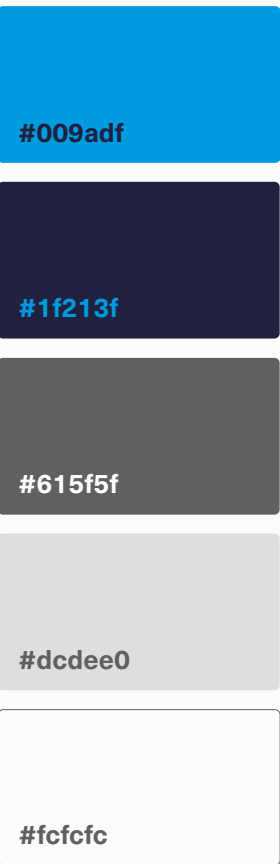


DESIGN GUIDELINES

COLOUR PALETTE



LOGO

NewWine

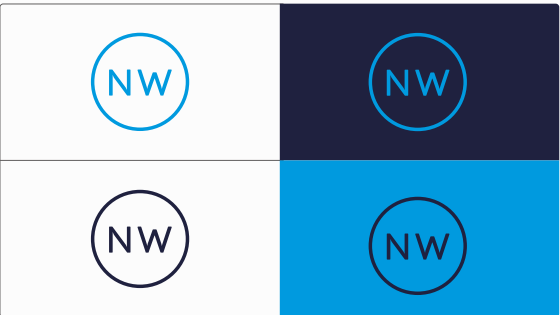
COLOUR VARIATIONS



SUBMARK



COLOUR VARIATIONS



TYPEFACES

Main Headings MUSEO SANS DISPLAY BLACK	Subheadings MUSEO SANS	Body Copy Neue Haas Unica Regular & Bold
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TYPOGRAPHY

**FOR MAIN HEADINGS
USE MUSEO SANS
DISPLAY BLACK**

**FOR SUBHEADINGS, CHOOSE MUSEO
SANS 500, 700 OR 900**

For body copy, start with Neue Haas Unica Bold for opening, then Regular for the rest.

Keep main headings to a maximum of ten words with tight line and letterspacing. For subheadings you can ease line-spacing and use default letter-spacing. See the typography and flourish examples on the right and the colour palette above - follow the variation guide when pairing colours.

Body copy should use generous default spacing, but feel free to increase line- or letter-spacing slightly to enhance readability.

Finally, for decorative flourishes use the brush script typeface Enjoy The Ride. This accent font should be applied sparingly- only when a designer needs extra flair in a piece of artwork. Always set it in lowercase, keep tracking tight, and manually reduce kerning between characters as needed.

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EXAMPLE LAYOUTS

