

EST.  1976

THE  
DUCKHORN®  
PORTFOLIO

BRAND GUIDELINES  
2021

THE STANDARD FOR AMERICAN FINE WINE

## Brand positioning

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These three words together encompass The Duckhorn Portfolio brand spirit and brand promise. They are the emotional touch point and are to be used as a filter for The Duckhorn Portfolio brand marketing.

### Luxury

**Luxury** is a level of extreme quality that's universally acknowledged but it's also more than that. For The Duckhorn Portfolio, Luxury is the experience, the enjoyment, the result of exacting work, of genius, of details and passionate craft at the highest and deepest levels. Luxury can be a combination of things—people, experiences, and environments. It's something you earn. Something you deserve.

### Leader

The word **Leader** centers on responsibility and builds from there. Calling on confidence. Taking risks. A leader doesn't stop because going forward might change things. A leader is raising the bar every day, not just setting it.

### Sense of Place

**Sense of Place** is not a specific plot of land or vineyard or building. It's what has grown out of those places. It's a state of mind. The more we grow, the more important it is to come back here to where it started as a touch point not just for The Duckhorn Portfolio story but for the spirit that's taking us to new places. Sense of Place is always about the story, all of your stories.

## Logo components

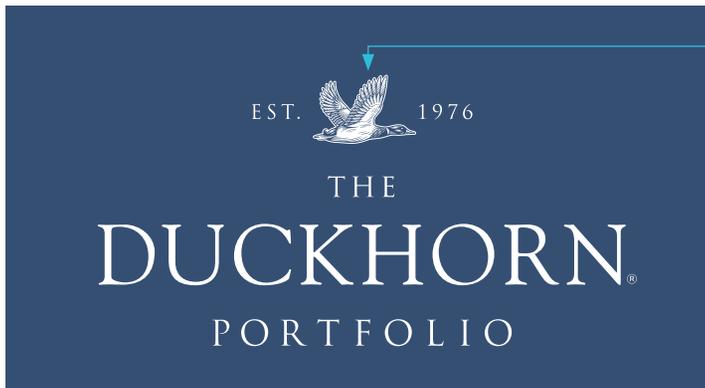
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To ensure the unified look across all materials it's important to reproduce the Duckhorn Portfolio core colors as accurately as possible in all print and electronic applications.

### Preferred configuration



### Reversed configuration



**NOTE:** When placing the Duckhorn Portfolio logo onto a dark color or photograph, there should be a white shape behind the duck that also forms an outline around the illustration.

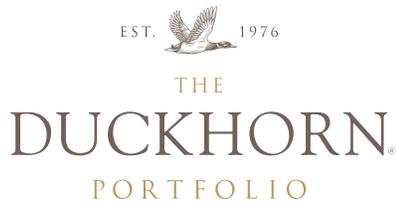
## Logo use

Consistent logo use is vital to building a strong brand identity for The Duckhorn Portfolio. The preferred use of The Duckhorn Portfolio logo is on a white background and printed in the two core brand colors (Warm Gray and Gold). Where it is not possible to present the logo in the preferred use, it may also appear on a solid color or dark photograph or solid black. Avoid the placing the reversed logo over complex patterns.

### PROCESS COLOR - CMYK

■ C23, M32, Y31, K64

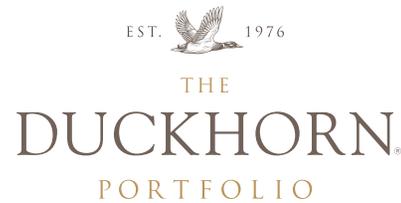
■ C7, M27, Y55, K22



### SPOT COLOR

■ PMS WARM GRAY 11

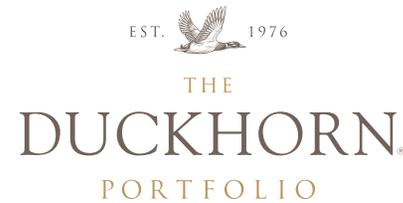
■ PMS 465



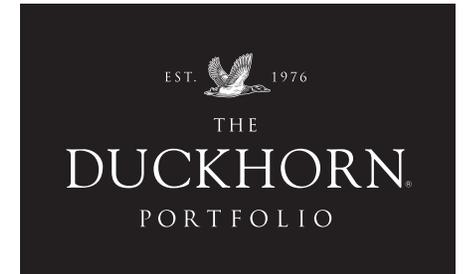
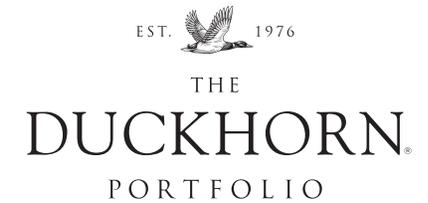
### WEB USE

■ R103 G92 B83

■ R179 G153 B93



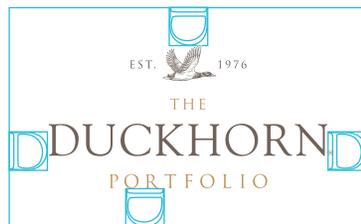
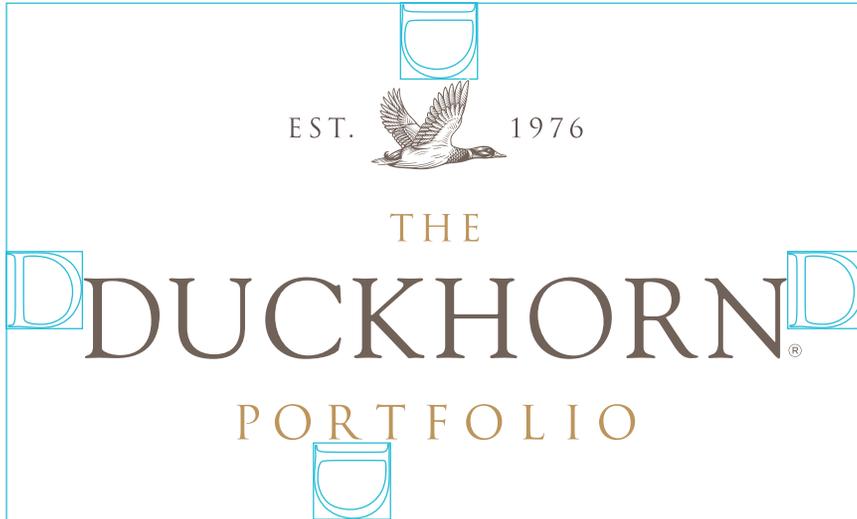
### 1 Color



# Logo clearances and alternate versions

## Minimum spacing

The clear space around the logo should never be less than the proportional size of the “D” in Duckhorn.

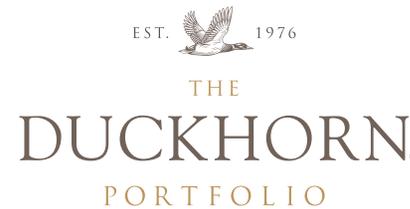


## Minimum sizes

The Duckhorn Portfolio logo must be sized so that it is readable in its entirety. The minimum allowable size for the logo is defined in these visuals.



**For Print:**  
Minimum width = 1.5 inches  
108 points | 3.81 centimeters



**For Web:**  
Minimum width = 150 pixels

## Alternate versions

The duck illustration in the new The Duckhorn Portfolio logo is very detailed. There may be times when an alternate illustration should be used to maintain the integrity of the logo. Below are two approved alternate duck illustrations. **Use of an alternate duck illustration MUST be approved by creative services.**



**Simplified Duck**  
This version is intended for use when the detail of the duck cannot be maintained.

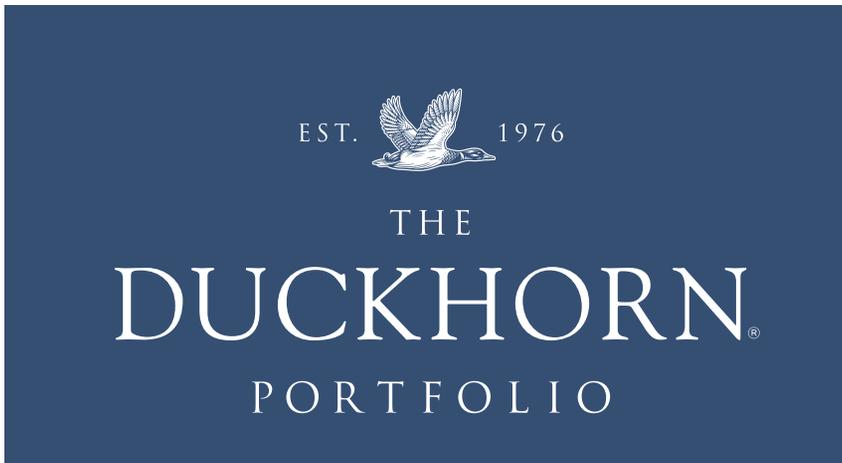
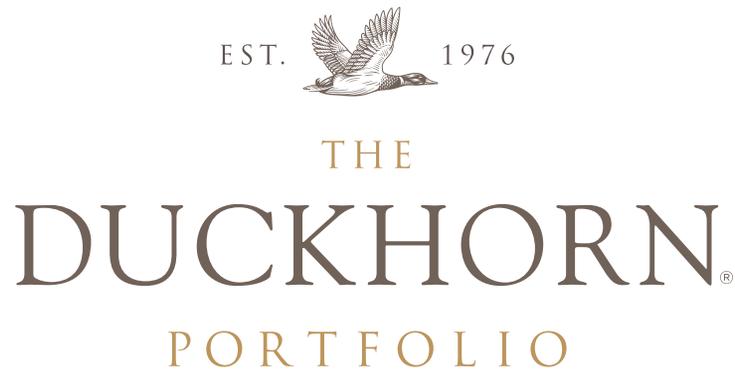


**Silhouette Duck**  
This version is intended for use in embroidery, wood or other stamped items.

# Correct/Incorrect logo use

## Correct use

The Duckhorn Portfolio logo elements consist of the year the company was established, a custom duck illustration, a word mark for Duckhorn and the Portfolio designation. The logo should primarily be used in the two formats below. No single element of the logo can change size or proportion.



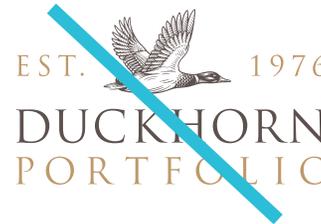
## Incorrect use



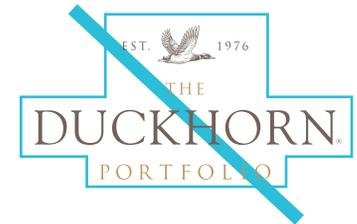
Never use the logo in a diagonal orientation.



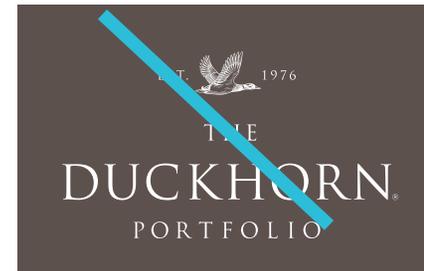
Never use the logo in a vertical orientation.



Never take apart, or recombine logo elements to create new version.



Do not place the logo inside a shape that might be construed as part of the logo.



Never reverse the duck illustration from a background color. Duck should always have a white shape/outline under the illustration

# Color palette

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## Core color palette



**PANTONE WARM GREY 11**  
CMYK: C23, M32, Y31, K64  
RGB: R103 G92 B83  
HEX# 675c53



**PANTONE 465**  
CMYK: C7, M27, Y55, K22  
RGB: R179 G153 B93  
HEX# b3995d

### Core palette

The core color palette consists of a warm gray and a gold. These colors should be used on all The Duckhorn Portfolio materials and primarily on white backgrounds. Screen tints of the colors can be used as complimentary colors.

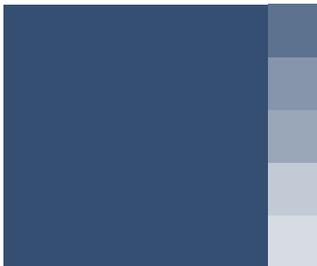
### Accent palette

The accent color palette provides additional colors that should be used in conjunction with the core palette. The primary blue background and accent color should be the first choice when reversing the logo

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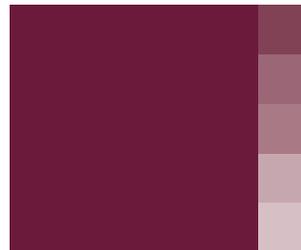
## Accent color palette

### Primary Background and Accent Color

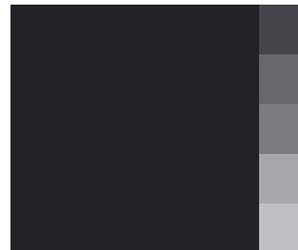


**PANTONE 295**  
CMYK: C100, M66, Y5, K44  
RGB: R53 G79 B115  
HEX# 354f73

### Secondary accent colors



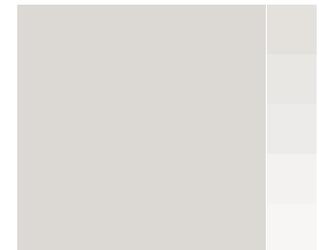
**PANTONE 7428**  
CMYK: C18, M85, Y31, K59  
RGB: R109 G45 B65  
HEX# 6d2d41



**PANTONE Black 7**  
CMYK: C51, M44, Y36, K84  
RGB: R54 G53 B52  
HEX# 363534



**PANTONE WARM GRAY 8**  
CMYK: C16, M23, Y23, K44  
RGB: R139 G129 B120  
HEX# 8b8178



**PANTONE WARM GRAY 2**  
CMYK: C4, M5, Y7, K10  
RGB: R213 G210 B202  
HEX# d5d2ca

# Typography

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The following font variations should be used for all  
The Duckhorn Portfolio marketing communications.

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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## Garamond Regular

Use Garamond for headlines,  
subheads, and body copy.

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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## Gotham Book

Gotham can be used as an  
alternate font for headlines,  
subheads and body copy.

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

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## Yu Gothic

Yu Gothic is an alternate sans  
serif font to be used in Word or  
PowerPoint files and for web use.

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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## Trajan Regular

Trajan is the typeface used in The  
and Portfolio logo. Acceptable for  
use as headlines.

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