

Abacela®

Black "Abacela" (std kern of 50)
PANTONE Black C
C=0 M=0 Y=0 K=100
R=0 G=0 B=0
Hex #000000

AN ICON OF INNOVATION

EST
1995

Yellow lines and circles
PANTONE 803 C
C=0 M=0 Y=100 K=0
R=255 G=255 B=0
Hex #ffff00 (Websafe #FFFF00)

LOGO REVERSED

Abacela®

White "Abacela" (std kern of 50)
PANTONE White
C=0 M=0 Y=0 K=0
R=255 G=255 B=255
Hex #ffffff

AN ICON OF INNOVATION

EST
1995

Yellow lines and circles
PANTONE 803 C
C=0 M=0 Y=100 K=0
R=255 G=255 B=0
Hex #ffff00 (Websafe #FFFF00)

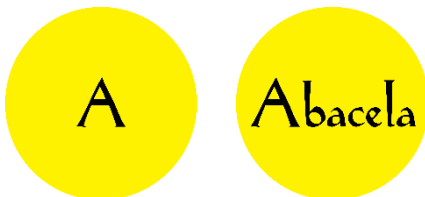
OTHER LOGOS, BULLETS, and ARTWORK

Abacela®

AN ICON OF INNOVATION

EST
1995

All black, used sparingly but useful in some instances.

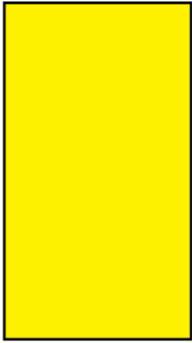


Buttons/bullets for lists, other miscellaneous uses. Standard yellow and font.

Abacela®

All black or all yellow, used for headers, web use, etc. Standard font.

COLORS USED – as seen in a variety of marketing pieces.



PMS 803C
 C=0,M=0,Y=100,K=0
 R=255,G=255,B=0
 Hex: #ffff00



PMS Black
 C=0,M=0,Y=0,K=100
 R=0,G=0,B=0
 Hex: #000000



PMS Custom
 C=30,M=40,Y=85,K=10
 R=161,G=138,B=34
 Hex: #a18a22



PMS Custom
 C=15,M=100,Y=90,K=10
 R=195,G=0,B=23
 Hex: #c30017

TYPEFACE USED

<p><i>Abacela</i></p>	<p>Lilith-Heavy: Old-style serif font — main brand font, used for titles, headers, etc. (logo kerning 50)</p>
<p>TRAJAN PRO - Regular Trajan Pro - Extra Light Trajan Pro - Light Trajan Pro - SemiBold Trajan Pro - Black</p>	<p>Serif font — used for body copy, longer headers, or subtitles</p>
<p>Century Gothic</p>	<p>Front and back label text, vintage, variety, regions</p>
<p>ERASMUS MEDIUM EXPERT</p>	<p>Logo subtitle, barrel select and other wine type banners</p>
<p>ENGRAVERS MT</p>	<p>Logo year only</p>
<p><i>P2 Dearest Pro</i></p>	<p>Fanciful script used for the Fiesta label with the custom red color</p>
<p>Arial</p>	<p>Good sans serif font that works on the web and cross-platform PDFs</p>
<p>Century Schoolbook</p>	<p>Serif font used for body text, such as label paragraphs</p>
<p>Helvetica Condensed</p>	<p>Label – CA Cash Refund</p>
<p>Helvetica Neue Condensed</p>	<p>Label – Government Warning</p>
<p>Cloister BT Black BEMBO SMALL CAPS <i>Bembo Semibold Italic</i></p>	<p>Angelica label only</p>