



BRAND STANDARDS GUIDE

PRIMARY LOGO



**CAMELOT**  
VINEYARDS & WINERY

SECONDARY LOGO



**CAMELOT**  
VINEYARDS & WINERY

WORDMARK

**CAMELOT**  
VINEYARDS & WINERY

COLOR VARIATIONS

BLACK AND WHITE



REVERSE



ACCOLADE



MINIMUM LOGO CLEAR SPACE

The clear space is the area surrounding the entire logo or wordmark. It must be kept free of any visual elements, including text, graphics, borders, patterns, and other logos. The minimum required clear space should always be equal to or greater than 'X' on all four sides of the logo, with 'X' representing the height of the 'T' in CAMELOT.



LOGO RULES - DO NOT'S

These rules apply to all logos and wordmarks.



Do NOT change the lockup of the elements



Do NOT stretch or distort the logo



Do NOT change the color of the logo



Do NOT change the typography of the logo



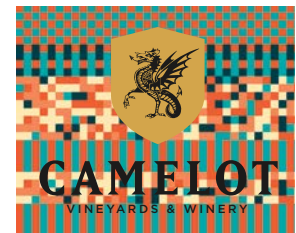
Do NOT change the scale of the elements



Do NOT change the angle of the elements



Do NOT change the alignment of the elements



Do NOT place the logo on a busy background

LOGOS

**Matrix Bold** (110 TRACKING)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789**

**Gotham Medium** (220 TRACKING)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789**

LABEL

*Adobe Caslon Pro Italic*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789*

Adobe Caslon Pro Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

# COLOR PALETTE

COLOR	PANTONE	CMYK	RGB	WEB HEX
 GOLD	PMS 872 C	C - 8% M - 29% Y - 75% K - 12%	R - 198 G - 164 B - 82	#C6A452
 LIGHT GREEN	PMS 7496 C	C - 56% M - 25% Y - 100% K - 0%	R - 136 G - 154 B - 61	#889A3D
 DARK GREEN	PMS 371 C	C - 65% M - 30% Y - 100% K - 25%	R - 95 G - 115 B - 52	#5F7334
 LIGHT BURGUNDY	PMS 7622 C	C - 10% M - 95% Y - 85% K - 30%	R - 138 G - 41 B - 58	#8A2926
 DARK BURGUNDY	PMS 7629 C	C - 10% M - 95% Y - 85% K - 60%	R - 95 G - 32 B - 26	#1F201A
 CREAM	PMS 9142 C	C - 0% M - 1% Y - 20% K - 0%	R - 255 G - 249 B - 213	#FFF9D5

LABELS



SHIPPERS

