

T U R N B U L L

INTRODUCTION TO THE TURNBULL BRAND Our new brand and label design pays tribute to our heritage and speaks to the present and future of our small, family-owned winery. The central, powerful figure of a bull represents our belief in the character and place of origin for our exceptional and honest wines, while the original Johnson Turnbull Vineyards watermark seal speaks to the beginnings of the winery in 1979.

TURNBULL

TURNBULL LOGOS

VERSION 1.1

Primary Wordmark

Turnbull Workmark Only

TURNBULL

TURNBULL

VERSION 1.1 - COLOR STANDARDS

Primary Wordmark

Turnbull Workmark Only

TURNBULL

DARK GREY

The primary wordmark prints in PMS 426U
(or defaults to 80% black screen)

TURNBULL

OPTION: ALL BLACK

In some cases an all-black
wordmark may be required by a publication
or another application.

TURNBULL

VERSION 1.2

Secondary Brand Signature

Turnbull Bull with Wordmark



TURNBULL

TURNBULL

VERSION 1.2 - COLOR STANDARDS

Secondary Brand Signature

Turnbull Bull with Wordmark



TURNBULL

DARK GREY & COLOR

The secondary brand signature prints in PMS 426U (or defaults to 80% black screen) with the bull printing 4 color process.



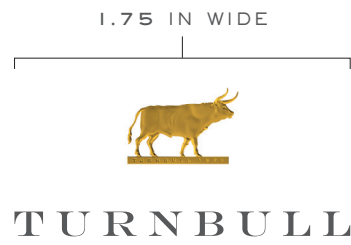
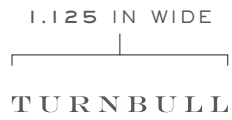
TURNBULL

OPTION: BLACK & WHITE

The secondary brand signature prints in black and greyscale color process.
Please note: only if required should the logo appear this way. This is not the preferred look of the secondary signature.

TURNBULL

MINIMUM SIZES



TURNBULL

THE TURNBULL BRAND Turnbull has been rooted in the culture and history of the Napa Valley for more than 35 years. We make wine of the highest quality, estate grown and bottled, crafted with integrity and without compromise. Our elegant, structured wines come from our four estate vineyards that deliver our signature profile year in and year out.

TURNBULL SECONDARY BRANDING Our family is committed to making honest wines true to their origin. We oversee the entire process from dirt to bottle, with hands and heart, ensuring thoughtful wines of exceptional quality.



TURNBULL

COLORS

PRIMARY BRAND COLORS



PMS 426 U
CMYK 58.47/51.01/50.71/19.32
RGB 105/104/103



PMS 422 U
CMYK 40.34/31.96/32.4/.37
RGB 159/160/161

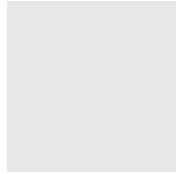


PMS 8385 C
CMYK 31/48/91/11
RGB 167/124/51

SECONDARY BRAND COLORS



PMS 8385 C
CMYK 31/48/91/11
RGB 167/124/51

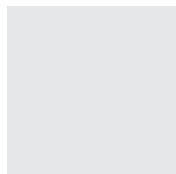


Black 10% Screen

SECONDARY BRAND COLORS - B/W



Black 100%



Black 10% Screen

TURNBULL

FONTS

HEADINGS

Sackers Gothic Heavy PMS 426 U or Equivalent

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SUBHEADS

Sackers Gothic Medium PMS 426 U or Equivalent

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY COPY

Adobe Garamond Regular PMS 422 U or Equivalent

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz