



## PRIMARY LOGO



## ICON



## INITIALS

TSW

## WORDMARK | ONE LINE

TRUE STORY WINE

## WORKMARK | TWO LINES

TRUE STORY  
WINE

## HEADLINE FONT

**Bodoni Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## BODY COPY FONT

Bodoni Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## BRAND COLORS



PANTONE 1817

CMYK 41 78 67 45

RGB 102 51 52

HEX #663334



PANTONE WARM GRAY 8

CMYK 45 44 48 7

RGB 142 130 121

HEX #8E8279



PANTONE WARM GRAY 4

CMYK 30 28 32 0

RGB 183 173 165

HEX #B7ADA5