

HOUSE OF WYNE

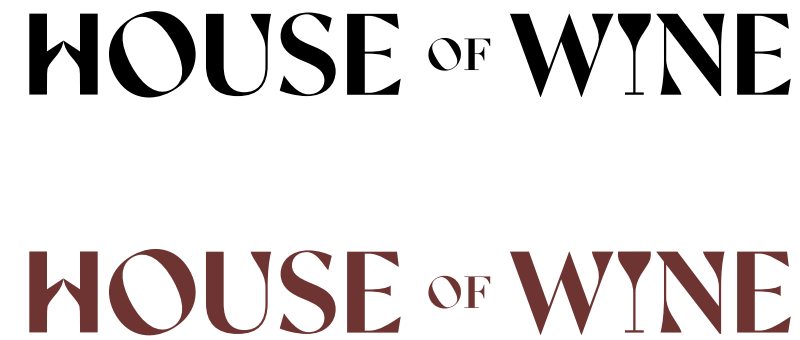
BRAND
GUIDELINES

v1.06.2023

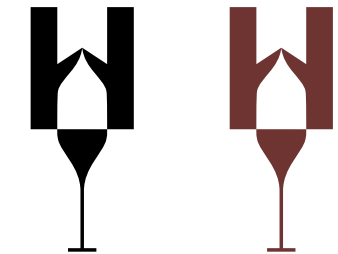
Primary Logo



Horizontal



Monogram



Reversed



Color Chart

Color on white	Pantone	CMYK	RGB	HEX
■ Burgundy	7629 C	c23 m87 y73 k61	r109 g51 b50	6D3332
■ Deep Burgundy	7631 C	c29 m82 y50 k73	r87 g45 b45	572D2D
■ Pale Pink	4755 C	c3 m16 y20 k9	r215 g196 b183	D7C4B7
■ Caramel	146 C	c7 m50 y100 k34	r167 g109 b17	A76D11
■ Light Tan	P 22-10 C	c0 m18 y36 k21	r207 g175 b138	CFAF8A
■ Dark Gray	Cool Gray 11 C	c44 m34 y22 k77	r83 g86 b90	53565A
■ Light Gray	Warm Gray 1 C 20%	c2 m2 y2 k0	r246 g245 b244	F6F54F
■ Black	Black C	c0 m0 y0 k100	r44 g42 b41	2C2A29

Color Proportion



Foil Color



Typography

CANELA LIGHT_
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

CANELA LIGHT ITALIC_
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

CANELA REGULAR ITALIC_
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

TERMINA LIGHT_
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

TERMINA REGULAR_
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

TERMINA BOLD_
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GRAPHIK LIGHT_
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

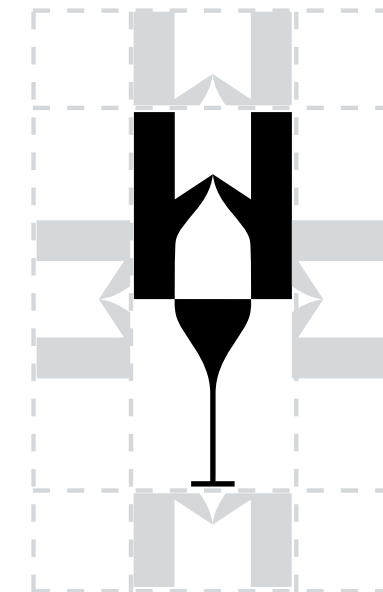
Clearspace represents the logo's parking spot. Always position it for maximum impact and give it plenty of room to "breathe."

The example shown represents the minimum clearspace. (Clearspace equals half the height of the "H" in "House" for all logos).

Primary Logo



Monogram



Stacked Logo



EVERYDAY FONT FAMILIES

GRAPHIK LIGHT_

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

TERMINA LIGHT_

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

TERMINA REGULAR_

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

TERMINA BOLD_

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CANELA LIGHT_

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

CANELA LIGHT ITALIC_

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CANELA REGULAR ITALIC_

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

EXAMPLE HEIRARCHY

H1 Headline Light 60pt
 Lorem *Dolor Sit.*

H2 Subheadline Lorem Ipsum Dolor Italic 26pt

H3 SUBHEADLINE TERMINA LIGHT 20PT

H4 SUBHEADLINE & LOREM IPSUM DOLOR SIT BOLD 12PT

Paragraph Text 14pt Graphik Regular dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

"Quote Text 16pt medium italic dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore."