

FOLKTALE
WINERY & VINEYARDS
Style Guide



FOLKTALE // Logos



FOLKTALE
WINERY & VINEYARDS

— — — — —
CARMEL, CALIFORNIA

FULL LOGO
-Features both location
and the medallion

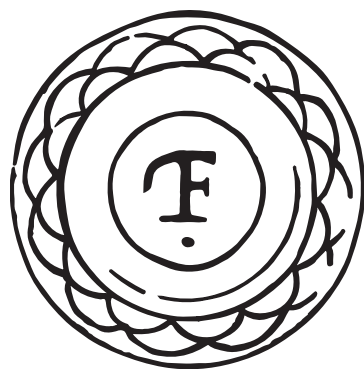
FOLKTALE
WINERY & VINEYARDS

— — — — —
CARMEL, CALIFORNIA

LOCATION LOGO
-Highlights Carmel

FOLKTALE
WINERY & VINEYARDS

SIMPLE LOGO
-Text logo only



THE MEDALLION
-Grotesque seal



SIMPLE CIRCLE LOGO
-No tracery
-Only use when other
logos will not fit



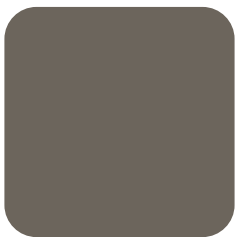
FOLKTALE // color palette



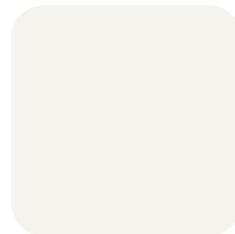
LIGHT BROWN
HEX - D8D1C5
PMS - 7534 C



LIGHT BLUE



DARK BROWN
HEX - 6C645D
PMS - 405 C



IVORY
HEX - F3F1EB
PMS -



LIGHT GREY
HEX - E6E7E8
PMS - Cool Gray 1 C



DARK GREY
HEX - 6A6F7B
PMS - 7540 U



SLATE
HEX - 2E3037
PMS - 426 C



FOLKTALE // Typeface

Trattatello

HEADERS

- Trattatello contains Folktale’s logo “F”
- Capitalize the first letter of headers only
- Set tracking to 65

**AVINA SERIF
LIBRE BOLD**

SUB - HEADERS

- Use all caps Avina Serif Libre Bold for subheaders

Avina Serif
Libre Light

BODY

- For normal typeface use, set font size to 12px with line height of 16

**AVINA SERIF
LIBRE**

BODY (WEB)

- Trattatello contains Folktale’s logo “F”
- Capitalize the first letter of headers only

