DECOY

BRAND GUIDELINES

UPDATED 2024

CRAFT *outstanding* WINES FOR PEOPLE WHO CAN'T HELP BUT *standout.*

DECOY BRAND PERSONALITY

Confident
At ease with oneself, poised, having a point of view.

Not: Passive, boastful.

Clever
Quick-witted, playful, and not so serious; a smart choice.

Not: Intellectual, jokey.

Cool
Effortlessly stylish, with great taste.

Not: Aloof, trendy.

Social
Embracing of others, enjoyable to be around; convivial, lively.

Not: Retiring, effusive.

PRIMARY TYPOGRAPHY

MONTSERRAT LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headers, body copy and numbers
(All caps always)

Montserrat Semi-Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sub-headers

Aire Bold Italic Pro (FPO)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Emphasis

SECONDARY TYPOGRAPHY

Anziano Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
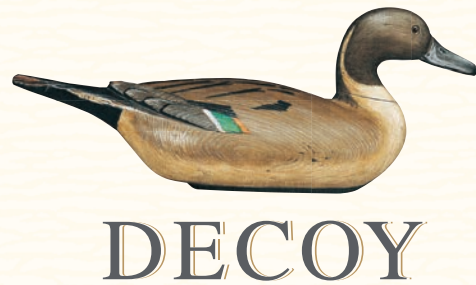abcdefghijklmnopqrstuvwxyz

Footers

TRAJAN PRO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Duckhorn portfolio related copy
(All caps always)

Snell Rounded
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

On-pack support copy

PRIMARY BRANDMARKS

DECOY

Core
Wordmark consists of gray and gold.
The duck image always sits above this
wordmark and at a larger scale.

Print in grayscale only if full color
is not available.

Wordmark can be in cream if overlaying
darker color backgrounds

DECOY
Featherweight

Featherweight
Wordmark consists of tone on tone shades
of gray with the Featherweight name un-
derneath in gray. The duck image always
sits above this lockup and at a smaller scale.

Print in grayscale only if full color
is not available.

Lockup can be in cream if overlaying
darker color backgrounds

DECOY®
LIMITED

Limited
Wordmark consists of one color and
without keylines. It should be black when
on cream/white backgrounds. The decorative
ornament always sits underneath the
wordmark, separating Limited.

Lockup can be in cream if overlaying
darker color backgrounds

SECONDARY BRANDMARKS

DECOY

DECOY
Featherweight

DECOY®

Without the Duck
The primary brandmarks can shift
to secondary variations that are simplified
without the duck above. Used on applications
that cannot allow full lockup.

Print in grayscale only if full color
is not available.

Just the Duck
Used on simplified applications, such
as merchandise, social media icons and
collateral, as a wink back to the brand.

MINIMUM SIZE

The wordmarks, primary or secondary, should not be scaled smaller than 4mm. The brandmark lockups containing the duck must always scale together proportionally.

DECOY   DECOY *Featherweight*   DECOY   DECOY
LIMITED

4mm

INCORRECT USAGE

The brandmarks, primary or secondary, should not be displayed or altered in any of the following ways:

Do Not
Distort Proportions
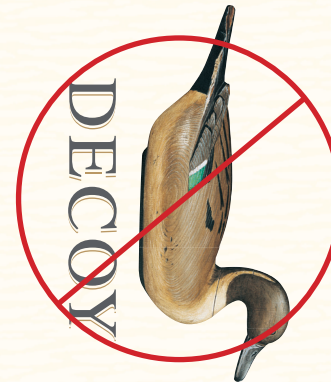
Do Not
Change Hierarchy

Do Not
Turn Sideways

Do Not
Improperly Color

COLOR PALETTE

Gray	Green	Blue	Off-Pack Gold
Copy Overlaying Cream & Brand Accent	Brand Accent	Brand Accent	Off-pack Emphasis, Rules & Ornaments
R 111	R 74	R 0	R 205
G 107	G 117	G 40	G 160
B 100	B 77	B 85	B 114
#6F6B64	#4A754D	#002855	#CDA072
C 46	C 69	C 100	C 19
M 44	M 3	M 66	M 37
Y 49	Y 81	Y 5	Y 60
K 47	K 12	K 44	K 1
PMS BLACK 7 U	PMS 7740 U	PMS 295 U	PMS 7508 U

Teal	Orange	Cream	On-Pack Gold
Featherweight & Brand Accent	Brand Accent	Backgrounds & Copy Overlaying Color	Accents, Script & Emphasis
R 105	R 224	R 255	R 185
G 175	G 138	G 247	G 151
B 169	B 52	B 233	B 91
#69AFA9	#E08A33	# FFF7EA	#B9975B
C 60	C 10	C 0	C 15
M 14	M 53	M 2	M 33
Y 36	Y 93	Y 8	Y 59
K 0	K 0	K 0	K 14
PMS 2460 U	PMS 143 U	Special Match to Pack	KURZ 414 FOIL

PHOTOGRAPHY GUIDANCE

Image Disclaimer: All photography examples are for inspiration only.

Models & Poses

To support the Decoy brand voice and positioning, it is important to have models photographed with the wine in cool, relaxed and natural poses. Decoy is versatile — it can be independent for a solo night in or out in a fun social scene of friends gathering.

Models should always display a range of ethnicities to support the approachability of the Decoy brand.

Composition & Lighting

We encourage the use of natural light and inviting, compositions that amplify the personality of the brand. Around props such as delicious bites, glassware and even model's hands, you can style Decoy in a way to stand out and not recede in the composition.

For final editing, photography is finished with higher saturation and highlights. This supports our confident, clever and cool brand voice while also cueing appetizing flavor profiles of the wine offerings.