BARRA

STYLES GUIDE & DESIGN KIT

August 2023

CONSIDER THIS GUIDE AS YOUR DESIGN KIT

It provides the logos, art assets, font information and color palette, along with instructions on how to use them and maintain the Barra brand.

Throughout this guide you'll see this download icon. Click on it to download Barra's logo files and image assets.

The logo files are in vector format (PDF), and raster format (JPEG and PNG). JPEG files have a white background. PDF and PNG files have a transparent background.

There are multiple versions available. See pages 5 & 6 for more information.

Here's a tip on how to select the right logo file:

PDFs: These are vector files. They can scale up infinitely without pixelating and are often the preferred format for use in commercial print.

JPEGS AND PNGS: These are raster files. Enlarging them causes pixelation. They're better for onscreen purposes.

OUR STORY

In 1955 Charlie Barra planted his first vineyard in the rich, Redvine soils of Mendocino County's Redwood Valley. Charlie farmed organically before there was even a certification, deciding early on that this was the only acceptable path forward.

Today we're still committed to these same principles and continue to be family owned and organically farmed. We take great pride in our pristine reservoirs, our healthy vineyards teeming with wildlife and of course the fine wine made from our estate grown vineyards.

⬇ DOWNLOAD PHOTO

LIKE AN OLD OAK TREE OUR ROOTS RUN DEEP

A standing icon in Barra vineyards, the old oak represents wisdom and knowledge, strength and endurance, stability and honesty—the same traits that make Barra a legend in organic wine-growing and the foundation for crafting exceptional wines, year after year.

⬇ DOWNLOAD ILLUSTRATION

BARRA · FAMILY OWNED · SINCE 1955

FILENAME: Barra-Logo-Color-Reverse

FILENAME: Barra-Logo-Color-Reverse-Horiz

FILENAME: Barra-Logo-TypeOnly-Color

FILENAME: Barra-Logo-BW-Reverse

FILENAME: Barra-Logo-BW-Reverse-Horiz

FILENAME: Barra-Logo-TypeOnly-White

The Barra logo represents our dedication to our family heritage of organic wine-growing and making fine wines.

These are the logos to use on a black background. The black background is a design element of our brand expression and should be used whenever possible.

DO NOT USE ANY OTHER BACKGROUND COLOR BUT BLACK.

DO NOT MODIFY THE PROPORTIONS OR ALTER THE LOGOS. The size, color and spacing of our logo are to be preserved.

⊙ DOWNLOAD LOGOS

FILENAME: Barra-Logo-Color

FILENAME: Barra-Logo-Color-Horiz

BARRA

FILENAME: Barra-Logo-TypeOnly-Black

FILENAME: Barra-Logo-BW

FILENAME: Barra-Logo-BW-Horiz

BARRA

FILENAME: Barra-Logo-TypeOnly-Black

The Barra logo represents our dedication to our family heritage of organic wine-growing and making fine wines.

These are the logos to use on a white background.

DO NOT USE REVERSED VERSIONS OF THE LOGO ON A WHITE BACKGROUND.

DO NOT MODIFY THE PROPORTIONS OR ALTER THE LOGOS. The size, color and spacing of our logo are to be preserved.
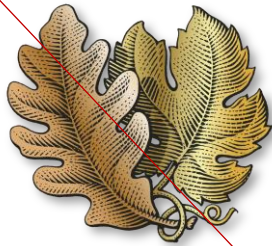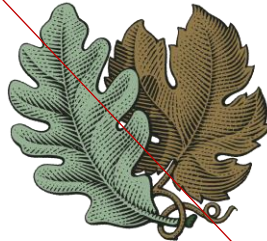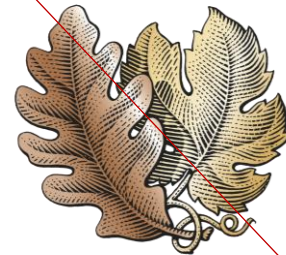
DOWNLOAD LOGOS

Do not use on a solid background color other than off-white, or black for reverse logos.

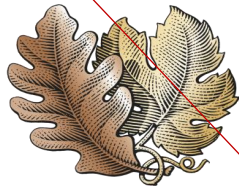Do not apply a drop shadow or other special effects.
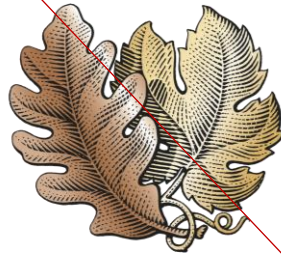
Do not change the colors of the logo.

Do not change the logo font or font size.

Do not place on a visually busy background that doesn't provide enough contrast, or isn't complementary with the Barra color palette.

Do not stretch, condense, or distort the logo

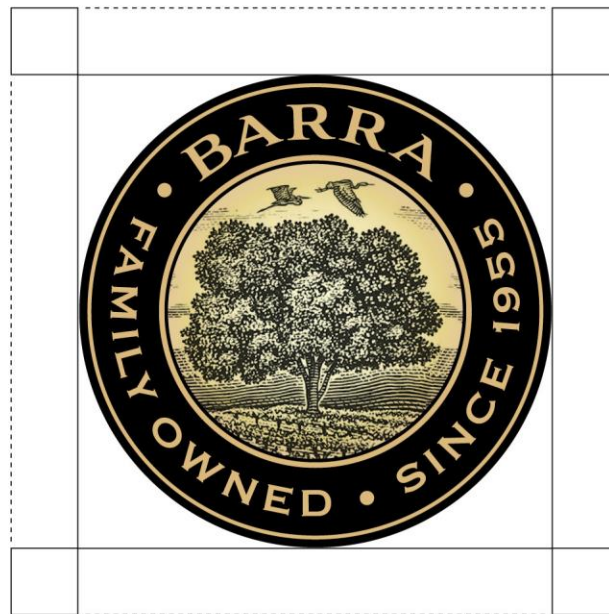Do not change the size relationship or positioning of the leaf crest and the logo font

DON'TS

The size, color and spacing of our logo are to be preserved.

The logos on this page are examples of what NOT to do to the logo.

CLEAR SPACE

BARRA LOGO

The cap height of the "B" is used to determine the minimum amount of space on all sides of the logo.

BARRA SEAL

The black outer circle is used to determine the minimum amount of space on all sides of the seal.

FILENAME: Barra-Logo-Seal

The Barra seal is a mark of what is significant about Barra wines: our long history of family owned and operated farming and winemaking since 1955.

HOW TO USE OUR SEAL

The seal is to be used with the Barra logos, not on its own.

It isn't required to use the seal on all brand communications.

DO NOT…

DO NOT use the seal as a replacement for the Barra logo. The Barra logo must be on all document/marketing materials, on its own, or on the label.

DO NOT place the seal right next to the Barra logo

DO NOT alter the colors, type, or proportion in any way.

DO…

DO use the seal as a stamp, rather than a focal point

DO feature it smaller than the Barra logo

DO use the seal as an added visual cue of the Barra brand.

DOWNLOAD THE SEAL

The colors below can be used on dark backgrounds as text, headers and accents.

The colors below can be used on light backgrounds as text, headers and accents.

The colors below are the base of Barra's branding.

The gradients below are used in the leaf crest of the logo. Sample with the eyedropper tool to match.

BARRA GOLD
PRINT USE
CMYK: C-5 M-22 Y-63 K-5
PANTONE: 156C
DIGITAL USE
RGB: R-213 G-176 B-103
HEX: D5B067

BARRA DARK GOLD
PRINT USE
CMYK: C-20 M-38 Y-75 K-3
PANTONE: 7563C
DIGITAL USE
RGB: R-180 G-143 B-84
HEX: B48F54

BARRA OFF WHITE
PRINT USE
CMYK: C-3 M-6 Y-15 K-0
PANTONE: 9180C
DIGITAL USE
RGB: R-241 G-232 B-206
HEX: F1E8CE

GRAPE LEAF GRADIENT

BARRA BRONZE
PRINT USE
CMYK: C-10 M-50 Y-70 K-15
PANTONE: 472C
DIGITAL USE
RGB: R-167 B-114 B-75
HEX: A7724B

BARRA DARK BRONZE
PRINT USE
CMYK: C-30 M-65 Y-81 K-10
PANTONE: 7591C
DIGITAL USE
RGB: R-139 G-91 B-62
HEX: 8B5B3E

BARRA RICH BLACK
PRINT USE
CMYK: C-65 M-65 Y-85 K-100
PANTONE: tbd
DIGITAL USE
RGB: R-0 B-0 B-0
HEX: 000000

OAK LEAF GRADIENT

MAINTAINING BARRA'S BRAND COLORS IS VERY IMPORTANT.

When designing print materials use the CMYK or Pantone color values.

When designing for digital use the RGB or HEX values.

This provides brand consistency across all of Barra's marketing communications.

BARRA
FAMILY OWNED · SINCE 1955

BARRA

LOGO TYPE:

AVIANO REGULAR

THIS FONT HAS BEEN CUSTOMIZED FOR
THE BARRA LOGO

ABCDEFG
HIJKLMN
OPQRSTU
VWXYZ

NOT REQUIRED FOR USE IN MARKETING COMMUNICATIONS
HOWEVER, IT IS AVAILABLE FOR FREE IN ADOBE
APPLICATIONS AND AVAILABLE FOR PURCHASE HERE. ($24.99)

HEADINGS
HK Grotesk Wide

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Light, Regular, Medium, **Semibold, Bold, Extra Bold**

⬇ FREE DOWNLOAD

BODY COPY
HK Grotesk

aBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Light, *Light Italic,* Regular, *Italic,* Medium, *Medium Italic,* **Semibold,**
Semibold Italic, **Bold,** ***Bold Italic,*** **Extra Bold,** ***Extra Bold Italic,*** **Black,** ***Black Italic***

⬇ FREE DOWNLOAD

FONTS

The fonts are as
significant in Barra's
branding as our logo and
should not be
compromised with a
substitute.

If you don't have HK
Grotesk and HK Grotesk
Wide in your font library
you can download them
for free. The links are
provided on this page.

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