

ACUMEN  
*Napa Valley*

BRAND GUIDE 4.25.18

COLORS PMS



PMS 10127



PMS 410U



PMS 412U

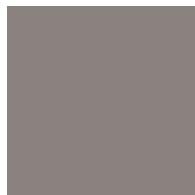


PMS 7504U

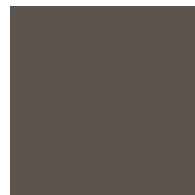
COLORS CMYK-DIGITAL



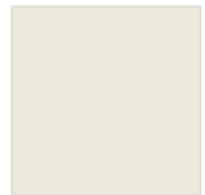
GOLD  
0/26/75/26



PMS 410U CMYK  
47/44/44/7

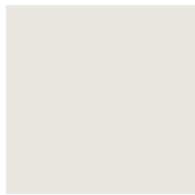


PMS 412U CMYK  
56/55/56/35

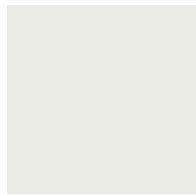


DIGITAL  
4/4/9/5

COLORS DI Press



DI COLOR SMOOTH  
3/4/7/5



DI COLOR EGGSHELL  
3/3/6/4



DI COLOR ALL  
22/36/91/1

COLORS FOIL



KURZ 415

ACUMEN "PRIMARY LOGO"

ACUMEN  
*Napa Valley*

**Acumen Text**  
Vector ("C" is unique)  
**GOLD**  
22/36/91/1, PMS 10127 or Kurz 415

**Napa Valley Text**  
Künstler Script / Optical / 10 Kern  
PMS410U

**IMPORTANT** | Whenever Primary Logo is used, the address will be Soda Canyon

ACUMEN "WORD"

ACUMEN

**Acumen Text**  
Vector ("C" is unique)  
**GOLD**  
22/36/91/1, PMS 10127 or Kurz 415

ACUMEN "WINE GALLERY"

ACUMEN  
WINE GALLERY

**Acumen Text**  
Vector ("C" is unique)  
**GOLD**  
22/36/91/1, PMS 10127 or Kurz 415

**Wine Gallery Text**  
Künstler Script / Optical / 10 Kern  
PMS410U or PMS410U CMYK

**IMPORTANT** | Whenever Wine Gallery Logo is used, the address will be First Street

ACUMEN "SUMMIT LOGO"



Circle, Dots & "A"  
22/36/91/1, PMS 10127 or Kurz 415

Acumen and Summit Text  
PMS 410U or PMS 410U CMYK

**NOTE** | All circle logos are based on files from client's previous designer. The "C" in Acumen is not unique.

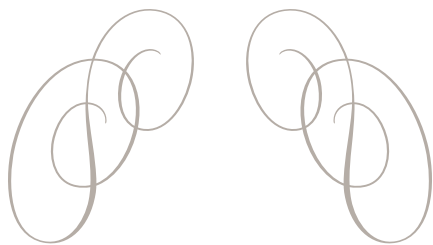
ACUMEN "ROUND LOGO"



Acumen Round Logos  
[Need information on usage](#)



**NOTE** | All circle logos are based on files from client's previous designer. The "C" in Acumen is not unique.



**Acumen Ornament**  
PMS Warm Grey 4U



**Acumen Separator Dots**  
PMS412U or PMS412U CMYK



**Acumen Mountainside Illustration**  
On BC -- ONLY  
25% PMS 410



**Acumen Mountainside Illustration**  
ALL OTHER INSTANCES  
PMS 7504  
% TBD



**Attelas Corners Illustration**  
(PSD and TIFF Files)  
100% PMS 7504



**Edcora Corners Illustration**  
(PSD and TIFF Files)  
100% PMS 7504



**Acumen Peak Illustration**  
(PSD and TIFF Files)  
100% PMS 7504

**INITIAL OFFERING OF MEMBERSHIP**

Become a part of our ACUMEN family from the beginning of this exciting journey. Join us in sharing the best from our Estate with two shipments per year and access to our **PEAK** allocations and exclusive SUMMIT events.  
1315 First Street

**IMPORTANT**

Whenever "ACUMEN" is used in a text block it **MUST** be the graphic, not typed ("C" is unique)

**M A D E L E I N E J A N S S O N**  
N O R T H E R N C A L I F O R N I A S A L E S

3265 SODA CANYON ROAD  
NAPA, CALIFORNIA 94558

OFFICE 707-251-8885  
FAX 707-253-1748  
CELL 707-392-6426

MADELEINE@ACUMENWINE.COM

www.ACUMENWINE.com

**Headline**

Mrs. Eaves / All Caps / Optical / 0 Kern  
PMS412U or PMS412U CMYK

**Body**

MrsEaves Roman / Optical / 10 Kern  
PMS412U or PMS412U CMYK

**PEAK**

Medium Roman / Optical / 10 Kern  
PMS412U or PMS412U CMYK  
**MUST MATCH CAP HEIGHT OF ROMAN**

**All Numbers**

MrsEaves Small Caps / Optical / 10 Kern  
PMS412U or PMS412U CMYK  
**MUST MATCH CAP HEIGHT OF ROMAN**

**BC Name**

MrsEaves BOLD-Caps 9.5pt / Optical / 300 Kern  
100% PMS7504U

**BC Title**

MrsEaves BOLD-Caps 8pt / Optical / 200 Kern  
100% PMS410U

**BC Text**

MrsEaves Small Caps 8.5pt / Optical / 65 Kern  
100% PMS412U

**BC Numbers**

MrsEaves Small Caps 12pt / Optical / 65 Kern  
100% PMS412U  
**MUST MATCH CAP HEIGHT OF ROMAN**

**Sub Head**

MrsEaves BOLD-Caps 10pt / Optical / 10 Kern  
100% 22/36/91/1  
OR PMS 10127

**BILLING ADDRESS**

ACUMEN Molorro blaborro blaut 

**"Acumen Name"**

Künstler Script / Optical / 0 Kern  
PMS412U

Must match CAP Height of body text

PEAK Molorro blaborro blaut 

**Peak Text**

Medium Roman Regular / Optical /  
10 Kern / PMS412U

Must match CAP Height of body text

*Mountainside* Molorro blaborro blaut 

**Mountainside**

Künstler Script / Optical / 0 Kern  
PMS412U

L/C Must match L/C Height of body text

**IMPORTANT**

Whenever "ACUMEN" is used in a text block it MUST be the graphic, not typed ("C" is unique)





**BC NAME**

MrsEaves BOLD-Caps 9.5pt / Optical / 300 Kern  
100% PMS7504U

**BC TITLE**

MrsEaves BOLD-Caps 8pt / Optical / 200 Kern  
100% PMS410U



**BC TEXT**

MrsEaves Small Caps 8.5pt / Optical / 65 Kern  
100% PMS412U

**BC NUMBERS**

MrsEaves Small Caps 12pt / Optical / 65 Kern  
100% PMS412U

**MUST MATCH CAP HEIGHT OF ROMAN**


**Acumen Mountainside Illustration**

**On BC -- ONLY**

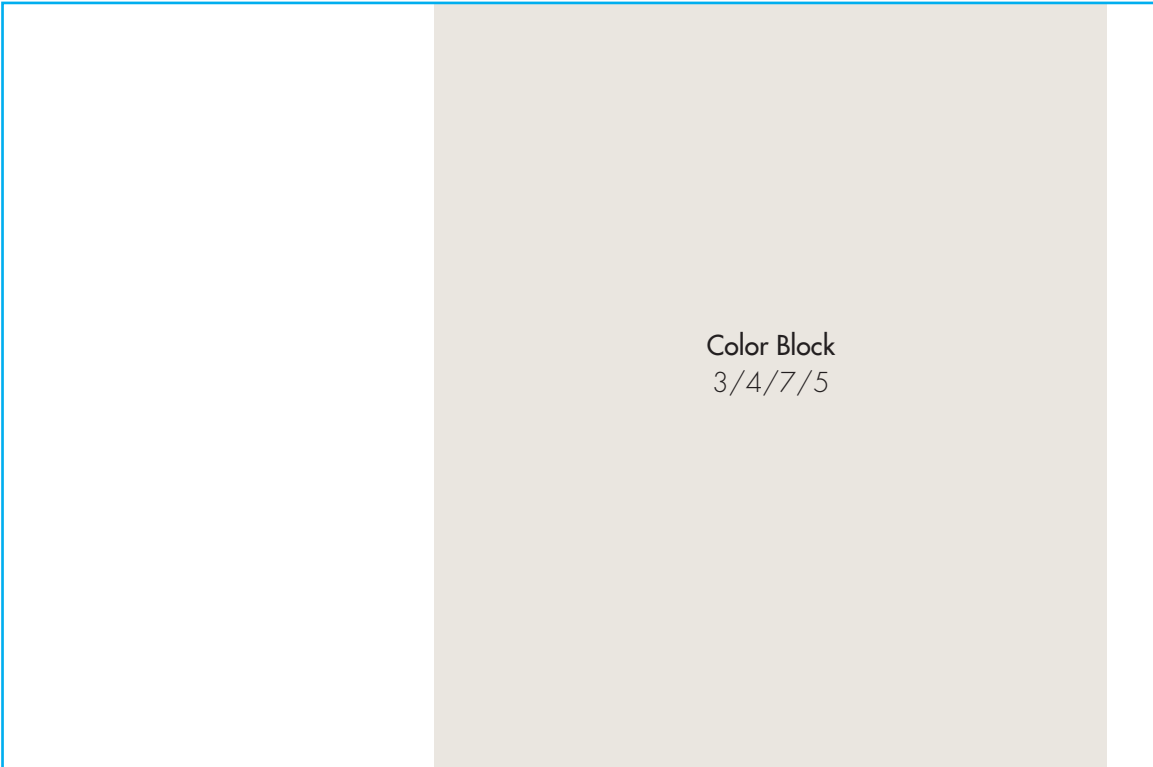
25% PMS 410

**IMPORTANT**

Whenever website is mentioned it **MUST** be as follows:  
"www." and ".com" are Mrs. Eaves Roman lower case.  
"ACUMENWINE" is Mrs. Eaves Small Caps.




Color Block  
3/4/7/5



Color Block  
3/4/7/5

Color Block  
3/4/7/5

Acumen Logo  
Kurz 415 Foil or PMS 10127  
Napa Valley  
PMS 410

<p>2015 <i>Mountainside</i> SAUVIGNON BLANC</p> <p>VINTAGE NOTES</p> <p>The year started with warm temperatures in winter and early spring that resulted in early bud-break and bloom. Colder temperatures in May produced some shatter that resulted in a much smaller crop than normal. The growing season was accelerated for many on the Valley floor, but with our elevation and cooler temperatures, we started a little closer to normal. Unfortunately, this vintage will also be remembered along with the devastating Valley fire in Lake County. While we could see the huge columns of smoke from the deck of the Acumen House, prevailing winds spared the vineyards any smoke taint. The 2015 vintage gave us small, open clusters of excellent quality.</p>		<p>Distance from Edge .875"</p>
	<p>3265 SODA CANYON ROAD NAPA, CALIFORNIA 94558 www.ACUMENWINE.com PH 707-251-8885</p>	<p>Distance .375"</p>

**Address Text**  
ALL PMS 410  
7PT Mrs Eaves Roman

**Numbers**  
9PT Mrs Eaves Small Caps

**Body Text**  
ALL PMS 412  
9 PT Mrs Eaves Roman

**Numbers**  
12 PT Mrs Eaves Small Caps

**PEAK**  
Medium Roman

**Mountainside**  
Künstler Script

**Gold Sub Head**  
Mrs Eaves Bold  
PMS 10127

All text is centered top to bottom within color block on both sides of these pieces.

	<p>2015 <i>Mountainside</i> SAUVIGNON BLANC</p> <p>TASTING NOTES</p> <p>This very aromatic Sauvignon Blanc begins with aromas of Chamomile, Jasmine, fresh white peaches and dragonfruit. On the palate this medium-bodied wine continues with vibrant citrus flavors of Meyer lemon, key lime, and pink grapefruit, along with freshly baked pie-crust, lemongrass and a hint of Boston cream. A fresh, lively acidity frames the the bright and clean finish on this refreshing and enjoyable wine.</p> <p>.....</p> <p>8 months in barrel 1/3 Stainless, 2/3 French Oak, 50% new 100% Sauvignon Blanc 14.5% ABV 300 cases produced</p>
---	---

Color Block  
3/3/6/4

Acumen Logo  
Kurz 415 Foil or PMS 10127  
Wine Gallery  
PMS 410

**HOURS**  
Open 7 days, 10am-6pm.

Walk-in guests are welcome, however, reservations are suggested.  
Reservations can be made by going to Cellarpass.com  
or by calling the Wine Gallery directly.

**WE OFFER 3 INTIMATE SEATED TASTING OPTIONS**

\$25 Mountainside Tasting, current releases  
\$40 PEAK Tasting, Single Vineyard Reserve  
\$60 Portfolio Tasting, enjoy both Current Releases  
and our PEAK wines in our Private Dining Room  
(10 max)

.....

**JENNIFER RYAN, CSW**  
WINE GALLERY MANAGER  
JENNIFER@ACUMENWINE.COM

**MARIAN JANSEN OP DE HAAR**  
ESTATE AMBASSADOR  
MARIAN@ACUMENWINE.COM

**ACUMEN**  
WINE GALLERY

1315 FIRST STREET  
NAPA, CALIFORNIA 94559  
www.ACUMENWINE.com  
PH 707-492-8336

Distance from Edge  
.875"

Distance  
.375"

**Address Text**  
ALL PMS 410  
7PT Mrs Eaves Roman  
**Numbers**  
9PT Mrs Eaves Small Caps

**Body Text**  
ALL PMS 412  
9 PT Mrs Eaves Roman  
**Numbers**  
12 PT Mrs Eaves Small  
Caps

**PEAK**  
Medium Roman  
**Mountainside**  
Künstler Script  
**Gold Sub Head**  
Mrs Eaves Bold  
PMS 10127

All text is centered top  
to bottom within color  
block on both sides of  
these pieces.



Color Block  
3/3/6/4

Acumen Logo  
Kurz 415 Foil or PMS 10127  
Wine Gallery  
PMS 410

Distance from Edge  
.875"

Distance  
.375"

Address Text  
ALL PMS 410

7PT Mrs Eaves Roman

Numbers

9PT Mrs Eaves Small Caps

Body Text

ALL PMS 412

9 PT Mrs Eaves Roman

Numbers

12 PT Mrs Eaves Small  
Caps

PEAK

Medium Roman

Mountainside

Kunstler Script

Gold Sub Head

Mrs Eaves Bold  
PMS 10127

All text is centered top  
to bottom within color  
block on both sides of  
these pieces.

Please join us for a complimentary portfolio tasting of  
our current release *Mountainside* and PEAK wines

*Mountainside*

HARMONIOUS, ACCESSIBLE, AND DELICIOUS

2015 Sauvignon Blanc

2013 Red Wine

2013 Cabernet Sauvignon

PEAK

ESTATE, COMPLEX, AND AGE-WORTHY

2014 Sauvignon Blanc

2013 Attelas Vineyard

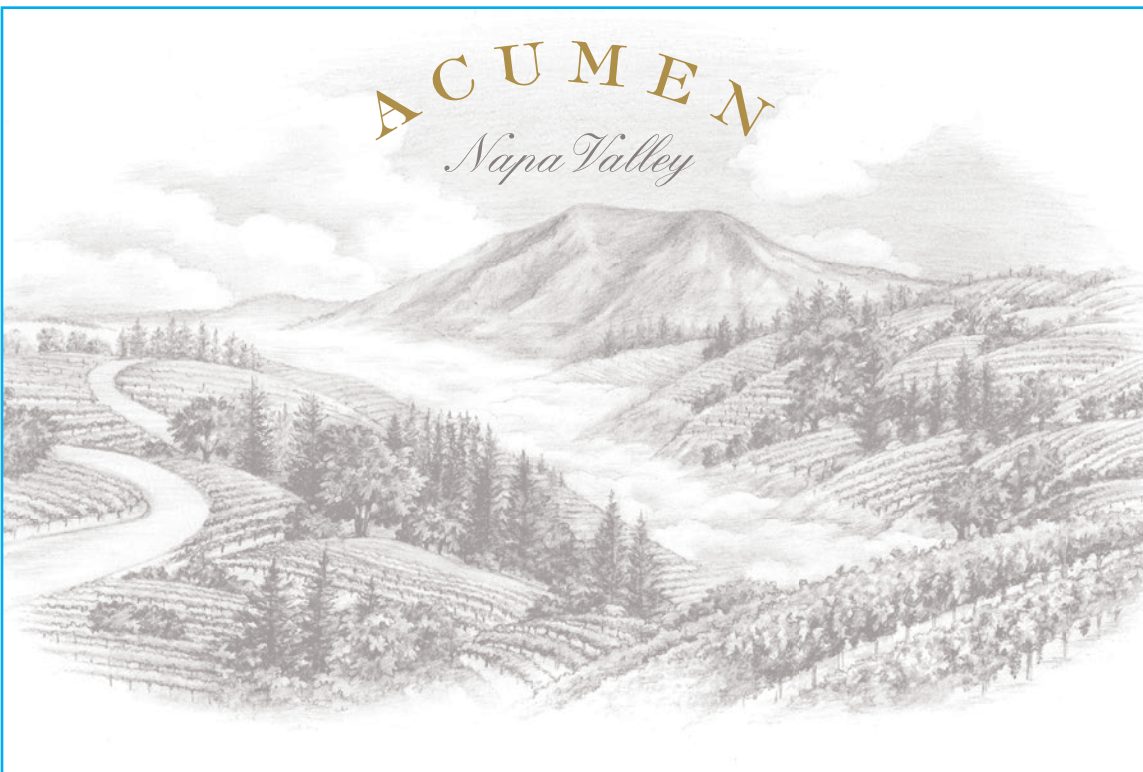
2013 Cabernet Sauvignon

Please make your appointment at: phone number?

ACUMEN  
WINE GALLERY

1315 FIRST STREET  
NAPA, CALIFORNIA 94559  
www.ACUMENWINE.com  
PH 707-492-8336

ACUMEN  
*Napa Valley*





Acumen Logo  
Kurz 415 Foil or PMS 10127

Napa Valley  
PMS 410

**BILLING ADDRESS**

Name

Address

City

State

Zip Code

Telephone

Text  
All 100% PMS 410  
MrsEaves Roman 10pt

Numbers  
MrsEaves Small Caps 14pt

**SHIPPING PREFERENCE**

GROUND

2-DAY

OVERNIGHT

**SHIPPING ADDRESS**

SAME AS BILLING

GOLD Elements  
MrsEaves Roman 14pt  
BOLD-Caps  
Optical / 10 Kern  
PMS 10127

Name

Address

City

State

Zip Code

Telephone

1315 FIRST STREET

NAPA, CALIFORNIA 94559

PH 707-492-8336

www.ACUMENWINE.com

Address Text  
All 100% PMS 410  
MrsEaves Roman 8pt

Numbers  
MrsEaves Small Caps 10pt



Acumen Logo  
Kurz 415 Foil or PMS 10127

Napa Valley  
PMS 410

	QUANTITY	PRICE**
2014 Mountainside Sauvignon Blanc		\$30
2013 Mountainside Proprietary Red Wine		\$45
2013 Mountainside Cabernet Sauvignon		\$60
2012 Mountainside Cabernet Sauvignon		\$70
2011 Mountainside Cabernet Sauvignon		\$80
2014 PEAK Sauvignon Blanc		\$75
2013 PEAK Cabernet Sauvignon		\$150
2013 PEAK Attelas Vineyard		\$150

Text  
All 100% PMS 410  
MrsEaves Roman 10pt

Numbers  
MrsEaves Small Caps 14pt

\*\* Shipping/Tax additional, ground shipping included on 12 bottle orders

PAYMENT METHOD

CASH     VISA     MASTERCARD     AMEX

GOLD Elements  
MrsEaves Roman 10pt  
BOLD-Caps  
Optical / 10 Kern  
PMS 10127

Name on Card

Card #

Expiration Date

CID#

Signature

1315 FIRST STREET

NAPA, CALIFORNIA 94559

PH 707-492-8336

www.ACUMENWINE.com

(Over)

Address Text  
All 100% PMS 410  
MrsEaves Roman 8pt

Numbers  
MrsEaves Small Caps 10pt

ACUMEN

*Napa Valley*



PRODUCED  
AND PACKED BY  
ACUMEN- NAPA, CA  
CONTAINS SULFITES

7.75 GALLONS  
AND  
29.337  
LITERS  
ALC. 13.1%

**GOVERNMENT WARNING:** (1)  
ACCORDING TO THE SURGEON  
GENERAL, WOMEN SHOULD NOT  
DRINK ALCOHOLIC BEVERAGES  
DURING PREGNANCY BECAUSE  
OF THE RISK OF BIRTH DEFECTS.  
(2) CONSUMPTION OF ALCOHOLIC  
BEVERAGES IMPAIRS YOUR  
ABILITY TO DRIVE A CAR OR  
OPERATE MACHINERY, AND MAY  
CAUSE HEALTH PROBLEMS.

*Mountainside*  
SAUVIGNON BLANC  
v. 2016

PACKED ON 4-7-17 BWN-CA 15468

DIGITAL FILE

File built with CMYK versions of PMS 412, Warm gray  
and PMS 10127



*Mountainside*

2016

SAUVIGNON

BLANC

13.1% ABV

BOTTLED:04/06/2017

BWN-CA-15468

DIGITAL FILE

File built with CMYK version of PMS 412

**DIGITAL**

Tasting Notes

80# Classic Crest Digital SMOOTH, Natural White

**DI/ Press**

Depends on Project

80# or 100# EGGSHELL, Natural White