



VIRGINIA WINE BRAND GUIDELINES

JULY 2018 | ISSUE 1.0

LOGO

Only Use Approved Artwork

This element is a unique piece of artwork and should never be typeset or altered. To ensure we represent Virginia Wine in a consistent way, only use approved logo artwork.

Logo Elements

Our logo has two main components: the symbol and logotype. The complete logo is the preferred graphic when representing Virginia Wine.

Symbol

The symbol may be used by itself for promotional materials when the logo cannot be applied due to spatial limitations and/or when the phrase "Virginia Wine" is visible elsewhere on the page.

Logotype

The symbol can be used independently from the logotype. The logotype cannot be used independently from the symbol.

Our Logo Story

Our logo represents who we are, what we do and what we stand for.

The transforming "V" reflects the dualities of tradition and revolution, process and improvisation that define our wine and our brand.

Full-Color Logo in Horizontal Alignment

Preferred



LOGO CLEAR SPACE & MINIMUM SIZE

Alignment

The horizontal alignment of the logo is the preferred placement of the elements.

Clear Space

To create maximum impact, our logo should always stand out from other elements. Keep the logo clear of text, images and graphics by maintaining the minimum clear space on all sides. The preferred clear space is equal to 1/4 of X, as illustrated on this page. For digital applications use 1/8 of X for the preferred clear space. X is equal to the height of the symbol.

Minimum Size

The minimum size of the logo is 0.25" in the symbol's height. For digital applications the minimum size of the logo is 18 pixels in the symbol's height. Sizes smaller than this will compromise legibility and presence.

Horizontal Alignment

Preferred

Clear Space



Digital Clear Space



Minimum Size



Digital Minimum Size



Vertical Alignment

Clear Space



Digital Clear Space



Minimum Size



Digital Minimum Size



LOGO COLOR OPTIONS

Full-Color Logo

The preferred treatment is the full-color version of the logo. The full-color logo is the symbol in VA Wine Red and "Virginia Wine" in black.

Black Logo

Use the black logo when four-color reproduction is not possible. Apply the black logo on light backgrounds.

White Logo

When a dark background creates a low contrast against the full-color logo use the white logo.

Background Colors

The preferred treatment is the full-color version of the logo on a white background.

On light backgrounds use the full-color logo. On dark backgrounds use the white logo.

When placing the logo over an image, position it where the background offers clear space and the most contrast.

The color blocks shown here represent background colors, not holding shapes.

Full-Color Logo Preferred



Black Logo



White Logo



Background Color Examples



LOGO INCORRECT USE

The examples on this page demonstrate incorrect reproductions of the logo.

These same rules apply to the symbol and logo and tagline.



A – Do not use colors outside the approved color options.

B – Do not add to or alter the elements of the logo.

C – Do not add drop shadows.

D – Do not alter the proportions of the elements.

E – Do not place the logo within a holding shape.

F – Do not rotate or change the direction of the elements.

G – Do not modify the typography of the logo.

H – Do not change the logo text content.

I – Do not place the logo over a background that provides little to no contrast for the elements.

J – Avoid textured backgrounds when placing the logo over photography as this may affect visibility.

K – Do not place objects within the logo's clear space.

L – Do not decorate or add ornamentation to the logo (e.g., for events or holidays).



SYMBOL USE

The logo is the preferred graphic when representing Virginia Wine. Use the symbol for promotional materials when the logo cannot be applied due to spatial limitations and/or when the phrase "Virginia Wine" is visible elsewhere on the page.

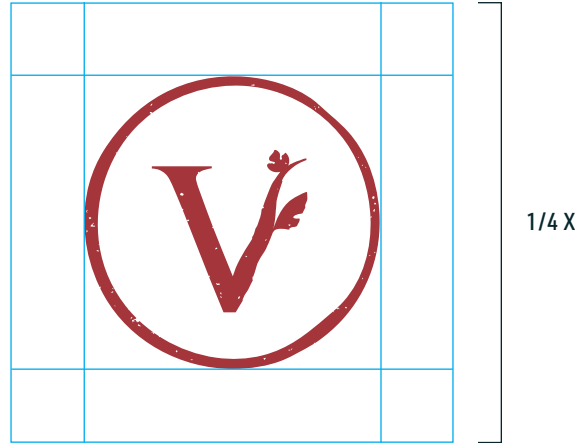
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Clear Space

To create maximum impact, our symbol should always stand out from other elements. Keep the symbol clear of text, images and graphics by maintaining the minimum clear space on all sides. The preferred clear space is equal to 1/4 of X, as illustrated on this page. X is equal to the height of the symbol.

Clear Space



Minimum Size



Digital Minimum Size



Minimum Size

The minimum size of the symbol is 0.25" in height. For digital applications the minimum size of the symbol is 18 pixels in height. Sizes smaller than this will compromise legibility and presence.

Background Color

The symbol in VA Wine Red on a white background is the preferred color use.

Use the symbol in white on dark backgrounds for higher contrast.

Use the symbol in black when four-color reproduction is not possible. Apply the black symbol on light backgrounds.

When placing the symbol over an image, position it where the background offers clear space and the most contrast.

Background Color Examples



The color blocks shown here represent background colors, not holding shapes.

COLOR PALETTE

Primary Color

VA Wine Red is our company's signature color. It is applied to the majority of our communications.

Secondary Colors

Use secondary colors for graphs, infographics, and identifying categories when needed.

Neutral Colors

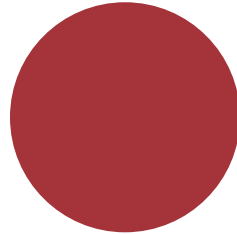
Our neutral colors complement and bolster our primary colors. They allow our other colors to stand out by creating color hierarchy, avoiding cluttered appearances.

Color Consistency

To keep our brand colors consistent, use the color formulas shown here. For offset printing use spot colors (PANTONE®) or process colors (CMYK). For on-screen applications use RGB or HEX values. Appearance of on-screen colors may vary across platforms and devices.

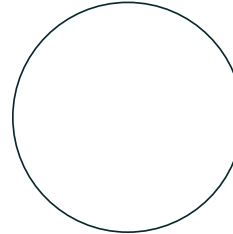
The colors shown here and throughout these guidelines have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE color standards. Consult current PANTONE publications for accurate color. PANTONE® is the property of Pantone, Inc.

Primary Colors



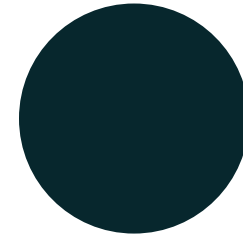
VA Wine Red

Pantone: 1807C
 CMYK: 10, 93, 71, 33
 RGB: 164, 52, 58
 HTML: A4343A



White

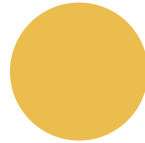
CMYK: 0, 0, 0, 0
 RGB: 255, 255, 255
 HTML: FFFFFFFF



VA Wine Black

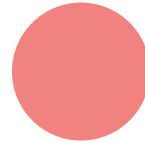
Pantone: Process Black C
 CMYK: 0, 0, 0, 100
 RGB: 7, 39, 45
 HTML: 07272D

Secondary Colors



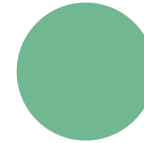
VA Wine Gold

Pantone: 2006 C
 CMYK: 0, 22, 77, 0
 RGB: 235, 188, 78
 HTML: EBBC4E



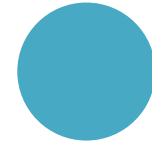
VA Wine Pink

Pantone: 2029C
 CMYK: 0, 63, 49, 0
 RGB: 242, 130, 127
 HTML: F2827F



VA Wine Green

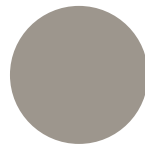
Pantone: 2248 C
 CMYK: 59, 0, 53, 0
 RGB: 113, 183, 144
 HTML: 71B790



VA Wine Blue

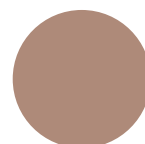
Pantone: 7702 C
 CMYK: 68, 1, 8, 8
 RGB: 72, 169, 197
 HTML: 48A9C5

Neutral Colors



VA Wine Stone

Pantone: 402 C
 CMYK: 13, 16, 21, 36
 RGB: 157, 150, 141
 HTML: 9D968D



VA Wine Earth

Pantone: 4725C
 CMYK: 13, 42, 43, 31
 RGB: 174, 138, 121
 HTML: AE87A79