

BRAND GUIDELINES

WA

46°N

WINE



A black and white photograph of a pair of hands holding a large bunch of dark grapes. The hands are positioned on either side of the grape cluster, with fingers visible. The background is a soft, out-of-focus light color. The text is overlaid on the center of the image.

**WE ARE THE WASHINGTON STATE WINE COMMISSION.**

When it comes to wine, Washington is a special place. It's our mission to raise awareness and demand for Washington state wine—to champion the wineries and growers that make this one of the most exciting wine regions in the world. Through marketing and education efforts, we support viticulture and enology research to drive industry growth.

To us, this is more than a job—it's a passion.



**WE BUILT A STANDOUT BRAND.  
YOU CAN HELP US KEEP IT THAT WAY.**

The Washington Wine brand was carefully crafted to stand out.  
Please refer to this document to ensure the vision and integrity  
of the brand is maintained across all touchpoints.



**THE WASHINGTON WINE BRAND**



# THE WASHINGTON WINE LOGO

Setting a sophisticated tone for the brand, the Washington Wine logo is a clean, bold mark that conveys a refined strength.

Our logo is one of our most valuable brand assets. As such, it should never be modified or appended. Please read all guidelines related to the proper use of the logo.

[Download brand assets »](#)



**For International logo assets and brand guidelines**  
email Steve at [swarner@washingtonwine.org](mailto:swarner@washingtonwine.org)



# LOGO SUITE

The Washington Wine identity consists of two logos, varied to account for market familiarity. Please use the appropriate logo for the respective audience.

SHORT FORM



LONG FORM

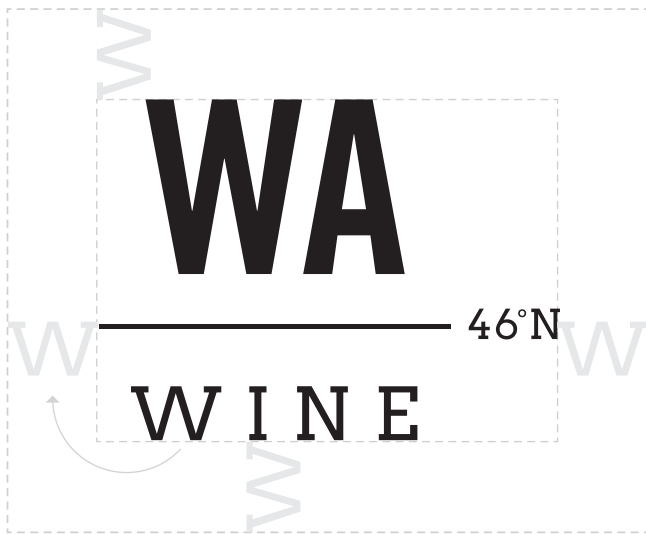




# LOGO CONSIDERATIONS

## CLEAR SPACE

It is essential to maintain a clear space around the logo. This space should be at least the width of the 'W' in 'WINE'.



## CENTERING THE LOGO

Because the logo is asymmetrical, it should NOT be centered as a whole. Use the guide below to locate the appropriate center point.



DO NOT CENTER ENTIRE LOGO



# INCORRECT USAGE

Do not attempt to recreate the logo. Please use only the logomark assets provided. Below are some examples of incorrect logo usage that should be avoided.



Do not change proportions.



Do not place within another shape.



Do not add embellishments.



Do not skew.



Do not use a nonbrand color.



Do not add additional text.



Do not rotate.



Do not add a drop shadow.



Never place an image within the logo.



Do not add an outline.



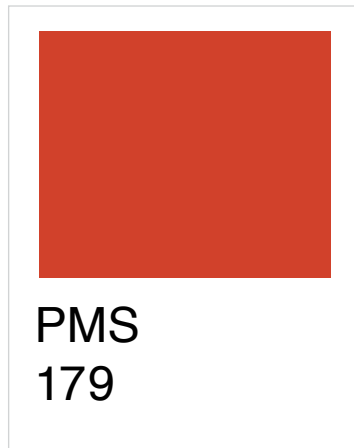
Do not remove the 46°N.



Do not use over a high contrast image.

# BRAND COLORS

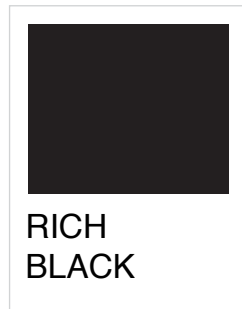
Brand colors play an important role in our identity. Refer to the examples in this guide to correctly implement the brand colors.



C 6  
M 88  
Y 92  
K 8

R 209  
G 65  
B 43

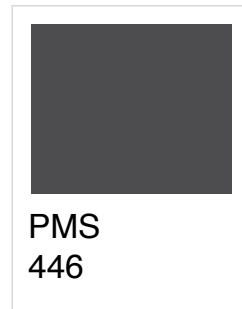
H # d1412b  
E  
X



C 60  
M 40  
Y 40  
K 100

R 0  
G 0  
B 0

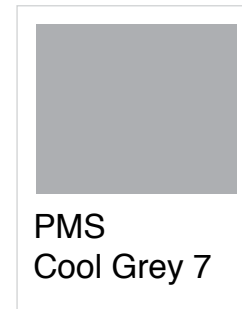
H # 000000  
E  
X



C 66  
M 59  
Y 55  
K 36

R 77  
G 77  
B 79

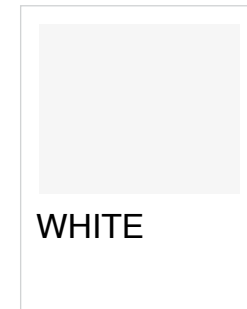
H # 4d4d4f  
E  
X



C 33  
M 26  
Y 25  
K 0

R 173  
G 175  
B 178

H # adafb1  
E  
X



C 0  
M 0  
Y 0  
K 0

R 255  
G 255  
B 255

H # ffffff  
E  
X



# LOGO ON BRAND COLORS

Follow this guide when placing the logo over brand colors.

ON BRAND RED



ON BLACK



ON BRAND GREY



ON WHITE



INCORRECT USAGE



INCORRECT USAGE



INCORRECT USAGE



INCORRECT USAGE



# “WASHINGTON” VS. “WA”

Using the full name of the state should be the default. There are a few instances, however, where abbreviating to “WA” is appropriate.

## **WHEN “WA” IS ACCEPTABLE**

Shortening to “WA” may be appropriate in some advertising copy, but should be used sparingly. Use of “WA” in marketing material should be restricted to headlines. The exception to that rule would be to add personality. (For example: “WA wine rocks.”) In certain digital or social media executions, abbreviating to “WA” may also help the copy fit into a limited character count or small banner area.

## **WHEN TO USE “WASHINGTON”**

In body copy or long-form copy, use “Washington.”

## **REFERRING TO THE COMMISSION**

When referring to the commission, use “Washington State Wine Commission” and do not abbreviate to “The WA Wine Commission.”

# WASHINGTON

Use as default.  
Use in body copy or long-form copy.

# WA

Use for headlines.  
Use to add personality.  
Use to fit in small copy areas.

# WASHINGTON STATE WINE COMMISSION

This is who we are.



# TYPOGRAPHY

## HEADLINE FONTS

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### VENEER

When you need to make a statement, Veneer is your font. This impactful font is ideal for attention-grabbing headlines. All quotes should be placed in this font. If your headline does not require a bold font, try using Arvo (see below).

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

**“CRAZY GOOD.”**

– CRAIG COLLINS | MASTER SOMMELIER AUSTIN

### ARVO

Use this font for headlines when Veneer does not appear to be the right fit. When using Arvo for headlines, please use all CAPS.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**WINE IS OUR PASSION.**

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# TYPOGRAPHY

## SUBHEADS AND BODY TEXT

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### ARVO

Arvo should be the first choice for subheads. Arvo should also be your first choice for body copy—but only if the text block is short (one to two paragraphs). For body copy that is longer use the fonts below.

### ARIAL

Arvo can be cumbersome to read when your design features lengthy text. Instead, use Arial for large amounts of body copy. Subheads should still be written in Arvo (except for digital).

Arial is accessible on all computers and should be used for digital applications such as newsletters, emails and blog posts.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### **Terrific Terroir.**

Great wine begins with nature—and Washington is blessed with a climate and a soil structure that produces some of the best fruit in the world across 14 distinct AVAs. These are just a few of the reasons Washington state is generating worldwide attention.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### **Terrific Terroir.**

Great wine begins with nature—and Washington is blessed with a climate and a soil structure that produces some of the best fruit in the world across 14 distinct AVAs. These are just a few of the reasons Washington state is generating worldwide attention.

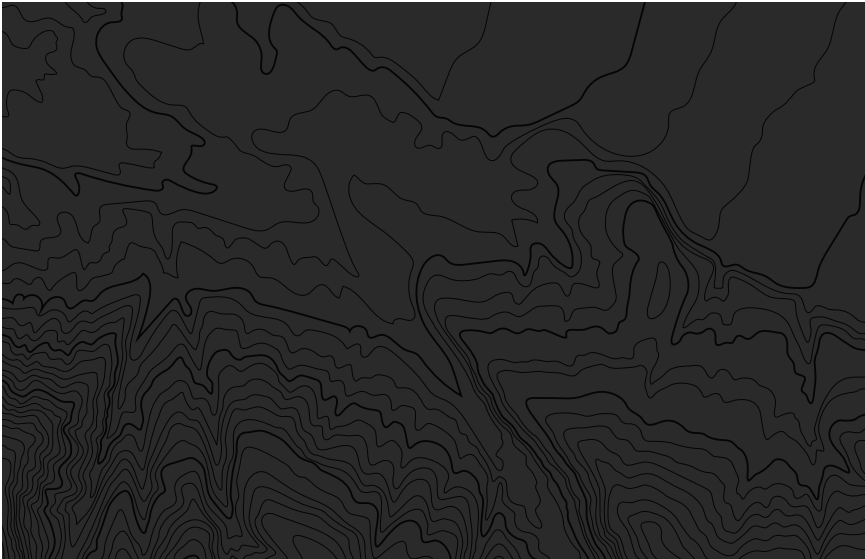


# TEXTURES

**DISTRESSED TEXTURE**



**7 HILLS TOPOGRAPHIC TEXTURE**



# PHOTOGRAPHY

## WASHINGTON'S VINEYARDS & LANDSCAPES

Washington's unique geography sets our vineyards and landscapes apart from other growing regions around the world. The more clearly our photos identify and distinguish Washington state, the better. Arid landscapes against the backdrop of the Columbia River are a common go-to image, as no other wine region features these distinct geographical characteristics.

## PEOPLE

Images of people quickly convey a significant amount of emotional information, and should be used when appropriate. When shooting or selecting photography with people, always strive for authenticity—real people with genuine expressions that feel candid, yet professional, appearing relaxed and natural instead of posed. Avoid forced smiles and situations.

## VARIETY

Seek variety in your photos. While sifting through wine-related images, look for unique situations and genuine moments. Our brand features interesting people, places and situations that reflect a contemporary Pacific Northwest lifestyle.



# PHOTOGRAPHY

## BLACK & WHITE IMAGERY

Use black and white photography to create a distinctive look that visually distances our brand from other wine regions.

**NOTE:** Quotes should only be placed over black and white photography.





# LOGO ON IMAGERY

## BLACK & WHITE PHOTOGRAPHY



PLACE WHITE LOGO IN DARK AREAS



PLACE DARK LOGO IN LIGHTER AREAS



ONLY USE THE RED COLOR OVER B/W IMAGERY.  
ONLY PLACE IN LIGHTER AREAS OF IMAGE.

## COLOR PHOTOGRAPHY



PLACE LOGO WHERE IT IS EASY TO READ

**NOTE:** It may be necessary to lighten or darken an area of the photo to make the logo stand out better. When attempting to do so, make sure the effect is subtle enough that the photo does not look edited.

## BRANDED CLOTHING



- For printed apparel, ask the printer for a 'light hand' appearance of the ink as this will give it a worn 'vintage' look.



**THIS IS NOW**



# THE BRAND ESSENCE

## THIS IS NOW

This is what happens when you have winemakers with a tradition of breaking tradition. Dreamers and artists who perfect their craft while experimenting with the never-been-done.

Creativity, boldness and plenty of the unexpected: that's what NOW is all about.

This spirit comes through in the language, imagery and design of the brand. The following pages act as a guide to help you contribute to and stay consistent with a brand that is unlike any in the wine world.



# THE LOGO

The logo resides on a black-on-black image of wine bottles or on a simple, plain black background.



## THE BRAND STATEMENT



Applied to a red, corrugated sheet of metal, the typography is purposely cropped to achieve a bold but understated look. It should always be placed at the bottom of a layout and bleed off the page. The brand statement should be used subtly. It should never be used large or prominently. It is better used as the follow up to the headline.



### LOGO & BRAND STATEMENT

The logo block should live directly next to the brand statement, either on top or on the side—never below it.



# BUILDING THE LOOK

## BLACK & WHITE PHOTOGRAPHY

Black and white photography is a key element in the brand look. The prominent image should be in black and white.

## HEADLINE

The headline can be either a statement or a quote. The headline should overlap more than one image whenever possible to better tie the layout together as a whole. Overlapping the headline might not be possible in all cases.

## COLOR PHOTOGRAPHY

Use color imagery in the smaller spaces. Color is great for making food or wine look especially delicious.



## LOGO & BRAND STATEMENT

The brand statement should be used subtly in the bottom corner. It should never be used large or prominently. It is better used as the follow up to the headline. Ideally the logo block would live directly next to the brand statement, either on top or on the side—never below it.

### NOTE:

Use the appropriate Washington Wine logo for your region.

## SOFTEN THE TRANSITION

Add a gradient along the side of the images that sit up against the logo and brand statement. This makes the transition less harsh.

# THE WRAP

The wrap is a texture overlay applied to the entire layout. This effect gives the layout a more natural, organic feel.



CREATE YOUR LAYOUT

+



=



RESULT

Place this wrap texture over the entire image with the headline on top.

For 'TRANSPARENCY' use 'MULTIPLY'. If the desired effect is not being achieved with your particular images, try other TRANSPARENCY options. The effect should be subtle and not overwhelming.

Move/resize the wrap image around the layout to position wrinkles out of the way of key elements of an image (such as faces and objects).

The effect to the images should feel a bit desaturated in color and the blacks will feel less dark. Wrinkles should be subtle and not overwhelm the imagery.

# EXAMPLES



## VIDEO ANIMATION





## **ADDITIONAL PROGRAMS**

# ROAD TRIP

[Download assets »](#)

The Road Trip Washington Wine identity lives primarily on black, which is an essential component of its identity. On a white background, use a logo that is all black. If it is legible, a white Road Trip logo can live comfortably over an image. Do not distort the logo or alter the colors.



## PREFERRED USAGE

Use this logo as your go-to logo. Only use other logo versions when a layout doesn't properly accommodate this version.



## SECONDARY USAGE

Use this logo when the layout is better suited for a left-aligned logo.

## REFERENCE

In copy, the first reference should be 'Road Trip Washington Wine'. Following references in copy can simply be 'Road Trip'.

## PRIMARY COLORS



PMS 153

RGB	CMYK
138	30
84	64
31	100
	30

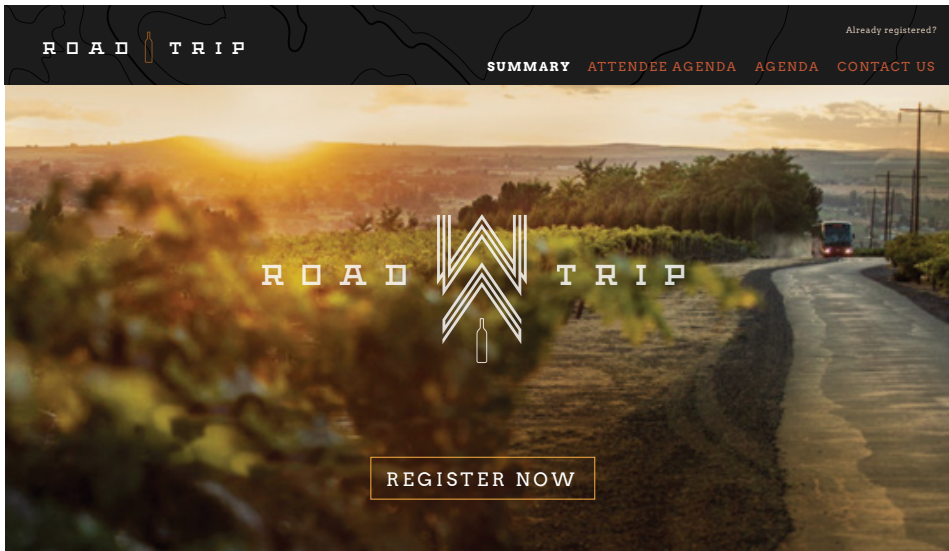


PMS 7500

RGB	CMYK
194	25
181	25
155	40
	0



# ROAD TRIP EXAMPLES





# WAVE LOGOS

[Download assets »](#)

The WAVE identity consists of two logos. Please use the appropriate logo for the respective audience. Do not distort the logo or alter the colors.

## LOGO VERSIONS

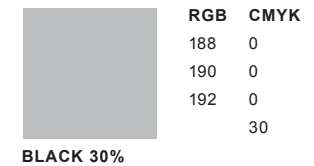
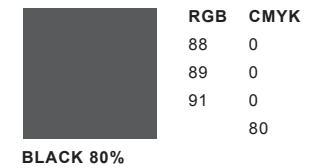
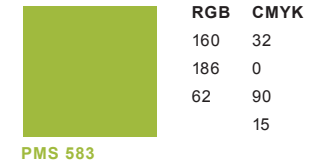
COLOR



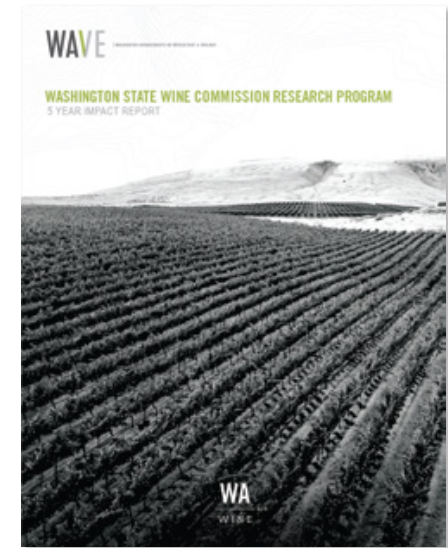
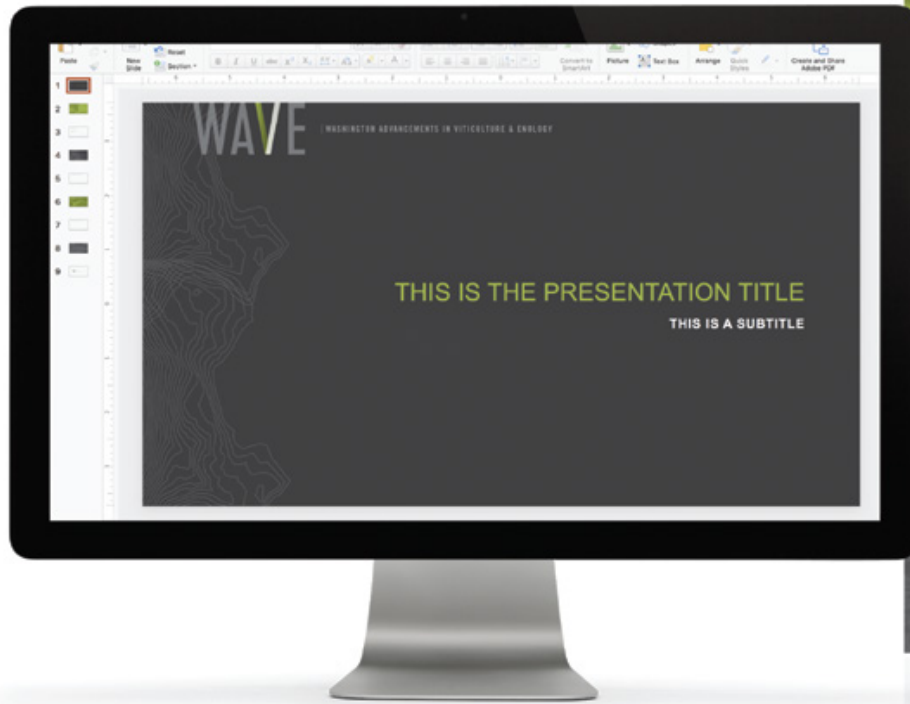
B/W



## LOGO COLORS



# WAVE EXAMPLES





# **PARTNER GUIDELINES**



## WINERY USE :: LOGO

### WHY INCLUDE THE WASHINGTON WINE LOGO?

When used correctly, adding the Washington Wine logo to your brand not only looks great, it also adds value by aligning your brand with the most talked about wine region in the world.

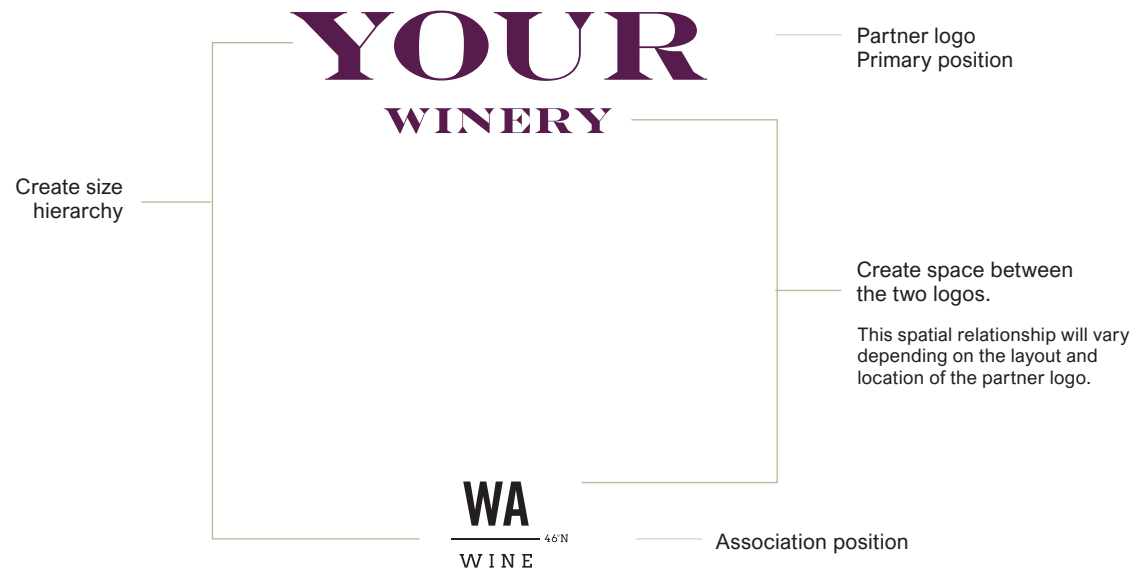
However you decide to use the Washington Wine logo, we want it to elevate your brand. If for any reason the logo isn't complementing your design, no problem—you are not required to use it. Do what works best for your design.



# WINERY USE :: BASICS

## KEEP LOGOS SEPARATE

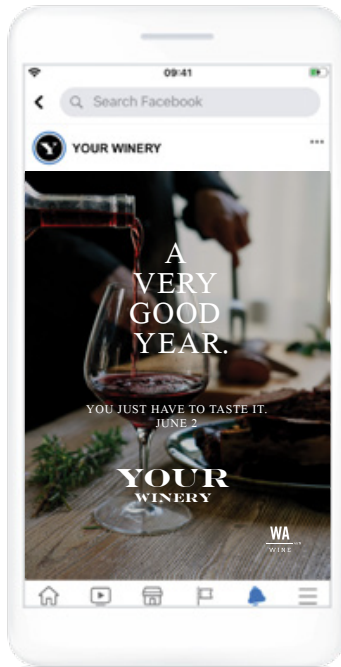
When using our logo in a layout with a partner logo, be sure to create distance between the two logos. The Washington Wine logo should always be smaller in comparison to your brand's logo. For most layouts, place the Washington Wine logo at the bottom of the layout in a smaller but legible size.



# WINERY USE :: LOGO USE

## LOGO IN LAYOUT:

In most instances, the Washington Wine logo will follow an 'in association with' relationship. The easiest way to do this is to simply create a size hierarchy between the two logos, as well as distance the logos from each other. The partner logo should be larger and placed in a more prominent position. The Washington Wine logo should be secondary and much smaller.



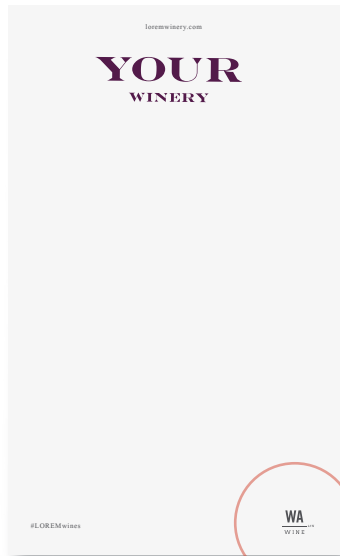
Isolate the WA Wine logo to keep it separate from the partner logo and/or partner content.



# WINERY USE :: MERCH

## KEEP IT COOL

If you choose to use the Washington Wine logo on your branded merchandise, we're all for it. We want your customers to love it, too. That's why our logo should always be used in a way that supports your brand, rather than complicating it. We encourage our partners to use our logo in subtle ways that keep it out of the way of your primary design. If it's just not working with your design, don't include it. Here are a few examples of how to subtly, tastefully incorporate the Washington Wine logo.

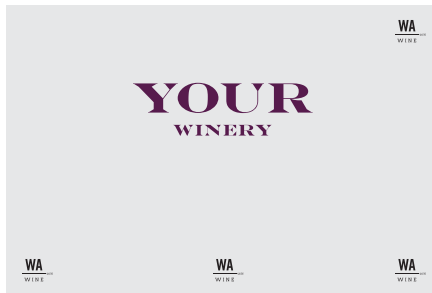


# WINERY USE :: TRADE SHOW

## EXAMPLE:

We always want our logo to support your brand, not compete with it. When integrated correctly, including our logo in your design looks great and adds value to your brand. We encourage partners to use our logo in subtle ways on banners and wall graphics.

Recommended logo placements





Brand assets can be obtained [here](#). For questions contact [marketing@washingtonwine.org](mailto:marketing@washingtonwine.org)

**WA**  
— 46°N  
WINE