

BRAND GUIDELINES
INTERNATIONAL

WASHINGTON

USA

WINE

A black and white photograph of a pair of hands holding a large bunch of dark grapes. The hands are positioned on the left and right sides, with fingers gently cupping the bunch. The grapes are the central focus, appearing dark and textured. The background is a soft, out-of-focus light color.

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

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.

The Washington Wine identity consists of two logos, varied for market familiarity. Please use the appropriate logo for the respective market. In most cases the long form logo should be used. For special cases, use the short form version.

[Download brand assets »](#)

LONG FORM



WASHINGTON
— USA
WINE

SHORT FORM



WA
— USA
WINE

ALTERNATE LOGOS



WA ^{46°N}
WINE

WASHINGTON ^{46°N}
WINE

Some markets that are more familiar with Washington state can use the alternate logo assets that don't have the USA designation. Please email Steve swarner@washingtonwine.org to request permission and assets.

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.



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.



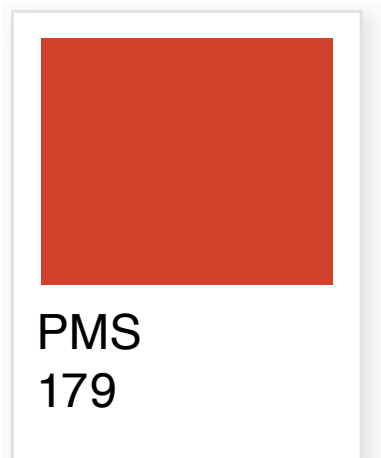
Do not remove the USA.



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

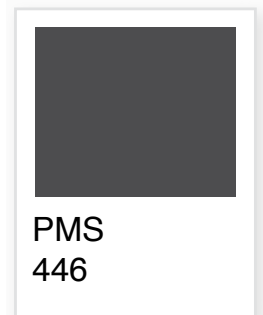
H # d1412b
E
X



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

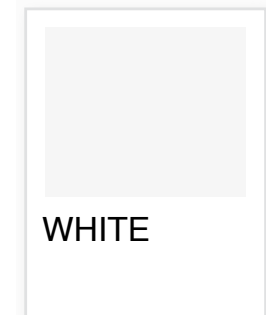
H # 4d4d4f
E
X



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



TYPOGRAPHY

HEADLINE FONTS

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.

TYPOGRAPHY

SUBHEADS AND BODY TEXT

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.

TYPOGRAPHY | ASIAN MARKETS

FONT SUBSTITUTES

For Asian markets, choose fonts of your language that have similar visual characteristics and aesthetically feel like our brand fonts shown to the right.

A sample of a distressed, high-contrast font. The letters 'A', 'B', 'C' and numbers '1', '2', '3' are rendered in a heavy, textured style with a grainy, speckled appearance, giving them a weathered or industrial look.

Headlines / Quotes

ATTRIBUTES: Compressed / San Serif / Distressed

A sample of a bold, classic serif font. The letters 'A', 'B', 'C' and numbers '1', '2', '3' are rendered in a clean, solid black style with a traditional serif design, appearing authoritative and professional.

Headlines (not quotes) / Subheads / Text

ATTRIBUTES: Serif / Bold

A sample of a regular, classic serif font. The letters 'A', 'B', 'C' and numbers '1', '2', '3' are rendered in a clean, solid black style with a traditional serif design, appearing clear and legible.

Body Copy

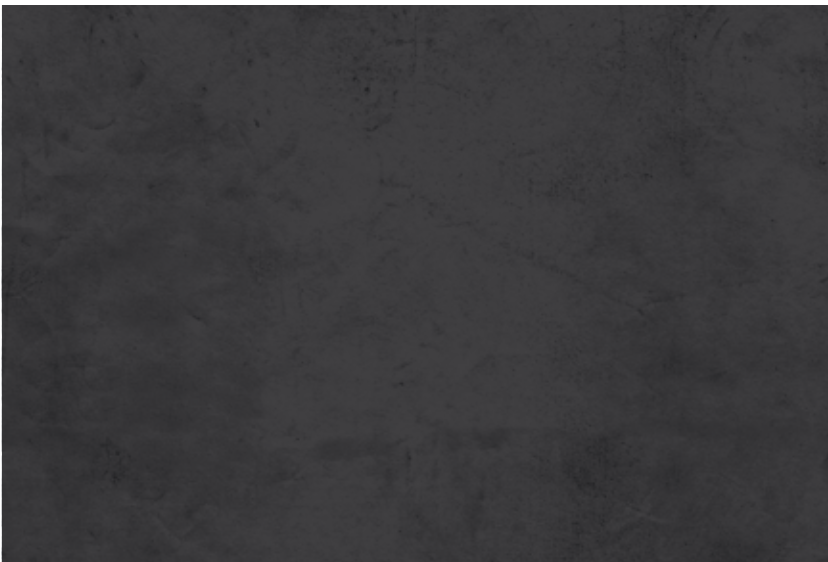
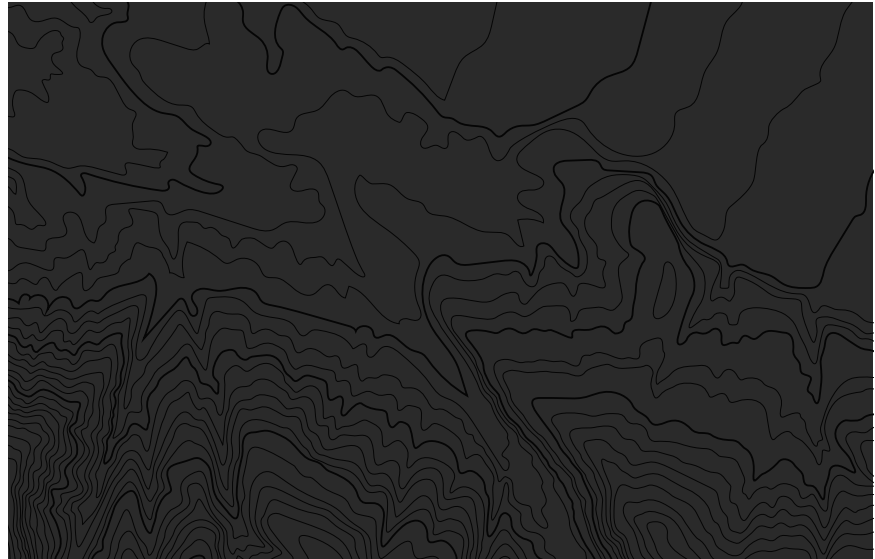
ATTRIBUTES: San Serif / Regular font weight

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.

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.

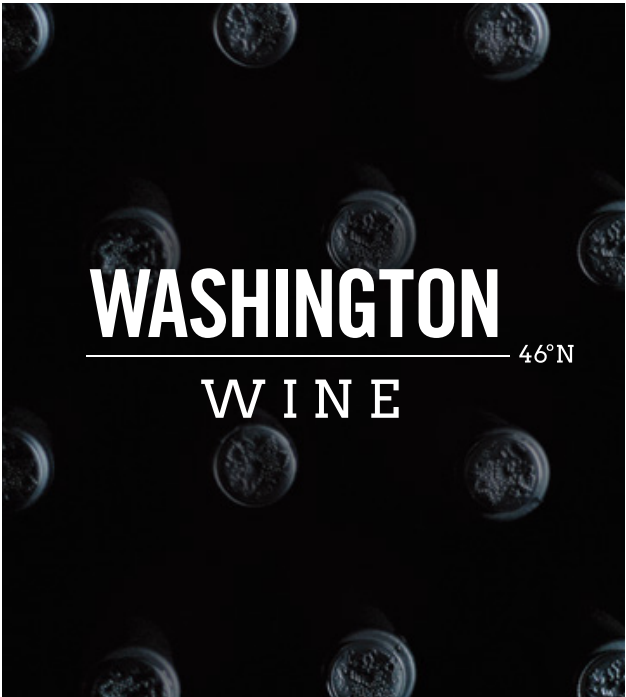
Creativity, boldness and plenty of the unexpected: that's what NOW is all about.

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.

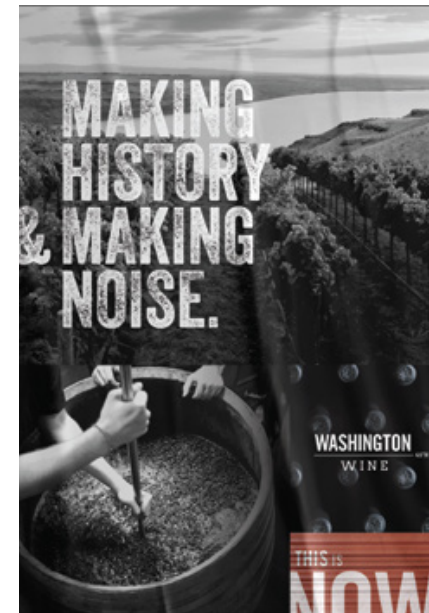
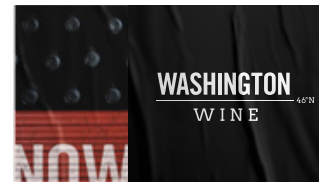
Move/resize the wrap image around the layout to position wrinkles out of the way of key elements of an image (such as faces and objects).

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



TRADESHOW

TRADE SHOW EXAMPLE



TRADE SHOW EXAMPLE



TRADE TASTING COLORS

Use these colors when creating trade tasting name badges to help winery representatives easily identify the role of attendees.

IMPORTER	C 74 M 9 Y 43 K 15
-----------------	-----------------------------

EDUCATOR	C 50 M 23 Y 100 K 0
-----------------	------------------------------

MEDIA	C 15 M 64 Y 100 K 0
--------------	------------------------------

REPRESENTED WINERY	C 70 M 81 Y 35 K 0
---------------------------	-----------------------------

RETAILER	C 78 M 57 Y 45 K 10
-----------------	------------------------------

NON-REPRESENTED WINERY	C 26 M 87 Y 39 K 11
-------------------------------	------------------------------

RESTAURANT	C 28 M 100 Y 90 K 10
-------------------	-------------------------------

OTHER	C 58 M 29 Y 10 K 11
--------------	------------------------------

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.



- Because of embroidery's limitations it may be necessary to use the short form logo.

Brand assets can be obtained [here](#). For questions contact Steve at swarner@washingtonwine.org

WA

USA

WINE