



IDENTITY GUIDELINES

COLOR PALETTE + FONT INFORMATION



PMS 1807U
R 148 G 55 B 55

C 8 M 85 Y 59 K 19
HEX #943737



PMS 202U



PMS 7501U



PMS 614U



PMS 5797U

PMS 202U
C 8 M 85 Y 59 K 19
R 99 G 20 B 23
HEX #631417

PMS 7501U (use at 40%)
C 16 M 14 Y 23 K 1
R 210 G 207 B 170
HEX #D2CFAA

PMS 614U
C 4 M 5 Y 31 K 4
R 228 G 223 B 162
HEX #E4DFA2

PMS 5797U
C 15 M 6 Y 32 K 1
R 201 G 211 B 143
HEX #C9D38F

PRIMARY FONT

GOTHAM BOLD

ACCENT FONT

Metro Script

LOGO USAGE + COLOR VARIATIONS



FULL COLOR LOGO

This is the primary logo variation, and should be used whenever possible.



ALT COLOR LOGO

This logo may be used if a "white wine" focus is appropriate



B/W LOGO

This logo is for use in black & white print (gray = 57% black)



WHITE KNOCKOUT

ALT COLOR KNOCKOUT

These logos should be used whenever the background is darker than 40% gray.

LOGO USAGE + LAYOUT VARIATIONS



SEPARATED LOGO & TAGLINE

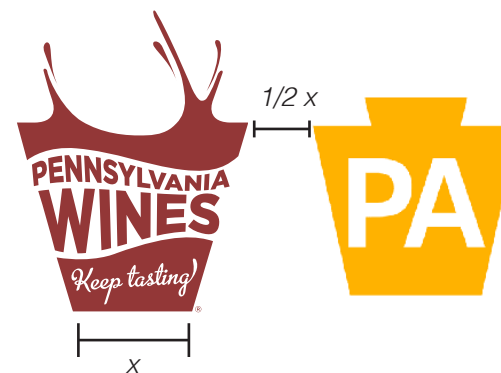
Whenever the logo and tagline are separated, use this version of the logo (without the tagline in the keystone). The width of the tagline should be no longer than the widest part of the logo.

The tagline can also be used on its own.



SMALL SPACE LOGO

This simplified logo should be used when it will need to be less than 1" in height



SPACING

Keep a clear space of 1/2 the width of the bottom of the keystone between the PA Wines logo and other logos

PENNSYLVANIAWINE.com

When used in text, **PennsylvaniaWine.com** should be consistent with the surrounding copy, but may be bolded for emphasis.

LOGO USAGE “NO NO”s



NO SQUISHING OR STRETCHING



NO OFF-BRAND COLORS
(OR PATTERNS!)



NO MIXING LOGO VARIATIONS



Contact

**QUESTIONS? IN NEED OF ART FILES OR OTHER INFORMATION
ABOUT PENNSYLVANIA WINES BRANDING AND MARKETING?**

**VISIT THE RESOURCES SECTION OF PENNSYLVANIAWINE.COM
OR CONTACT THE PENNSYLVANIA WINERY ASSOCIATION:**

PWA@PENNSYLVANIAWINE.COM | 877-4PA-WINE