

LAKE COUNTY

Wine Country



BRAND STYLE GUIDE

LOGO CONFIGURATION

The Lake County Wine Country logo is a custom designed graphic. Do not attempt to recreate this artwork. The elements that comprise the logo must remain in the exact proportion and position wherever they are used.

In case the available space is very horizontal, a type-only version may be used.

The full-color logo is the default and to be used whenever possible. If that is not an option, use the black-only version

SIZING AND SPACING

To ensure that the Lake County Wine Country logo is always legibly and accurately reproduced, minimum size guidelines for the logo are specified. Never reproduce the Logo at sizes less than those shown to the right.

A generous clear area around the logo will ensure it has maximum visibility and impact on every communication. Avoid crowding the logo with other graphic elements such as text and graphics. Do not position the logo on top of images, patterns or strong colors.

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Print: minimum width: 1"

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Screen: minimum width: 100 pixels

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BRAND COLOR PALETTE

Primary brand colors are those of the logo.

Logo color formulations:

PRINT (4-color)

Red: C25 / M78 / Y100 / K19

Coal: C69 / M63 / 62 / K58

Green: C31 / M20 / Y71 / K0

SCREEN (RGB)

Red: R163 / G73 / B4

Coal: R51 / G51 / B51

Green: R182 / G182 / B109

PRINT (Pantone)

Red: PMS 1675

Coal: PMS 447

Green: PMS 5777

WEB (HEX)

Red: # A34904

Coal: # 333333

Green: # B6B66D



Expanding from the logo colors, these are additional brand colors of the

Brand Palette for screen/web use:

Earth: # AB9489 / Light Earth: 75%

Warm Gray: #9C9585 / Light Gray: #BFBAB0

Green: # 8A923F / Light Green: 75%

Dark Green: # 57602B



Brand Palette for print:

Earth: C34 M40 Y43 K0 / Light Red: 75%

Warm Gray: C40 M35 Y47 K / Light Gray: C26 M22 Y29 K0

Green: C49 M48 Y95 K8 / Light Green: 75%

Dark Green: C64 / M35 / Y100 / K30



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FONTS & USE

The preferred fonts are **Copse** and **Fira Sans**. Since Copse is a TruType font and may cause problems on press (check with your printer), the font Adelle Regular may be substituted for print projects.

Web: Copse Regular for Headlines and subheads
Fira Sans Regular for Body text and forms
Fira Sans Bold for links within the body copy
Fira Sans Italic for captions

Print: Copse or Adelle Regular for Headlines & subheads
Fira Sans Book for Body text and forms
Fira Sans Bold for highlights within the body copy
Fira Sans Italic for captions

For internal communications and email the generic fonts on the right can be used if above fonts are not available. Use sans-serif fonts only.

Web Headline in Copse

Body Copy in Fira Sans Regular with a **Link**. Nemo consequuntur magni dolores eos.

Caption or smaller call-outs set in Fira Sans Italic

Print Headline in Adelle

Body Copy in Fira Sans Book with a **Link**. Nemo consequuntur magni dolores eos.

Caption or smaller call-outs set in Fira Sans Italic

Call-outs, headlines in Arial Bold

Body Copy in Arial Regular with a **Link in bold**. Nemo consequuntur magni dolores eos.

Captions or smaller call-outs set in Arial Italic
