

Winetasting.com Logotype

The logotype and symbol combination should always be used together - rarely separately.



Logo & Logotype

Type

The logotype is constructed using Mrs. Eaves Roman in all lower case. The tag line is left-justified with the logotype in The Sans Bold Italic.

Preferred Clearspace

The logo and symbol combination must have the minimum clearspace at all times if possible. Clearspace is designated (c) by the height of the type-lockup.



Colors

Primary & Secondary Colors

The primary and secondary colors in the color palette are evocative of the connection between the wine and the land where it is grown.

The additional colors are used primarily as highlights (in small amounts).

Primary Reds	Primary Greens	Primary Earth	Additional
PMS: 1817 188 484	PMS: 5815 5825 399 5845 5855	PMS: 139 124 1355	PMS: 262 600 WG4
rgb: r: 51 102 153 g: 0 0 0 b: 0 0 0	rgb: r: 51 102 153 153 204 g: 51 102 153 153 204 b: 0 0 51 102 153	rgb: r: 153 204 255 g: 102 153 204 b: 0 51 153	rgb: r: 51 255 204 g: 0 25 204 b: 51 204 204

Typography

Primary & Secondary Typeface

"Mrs. Eaves" is the primary typeface for Winetasting.com. The small caps may be used when referring to subbrand naming and the Petite Caps can be used when describing specific product names.

As a secondary typeface, "The Sans" pairs nicely with Mrs. Eaves as an extremely legible and flexible face. Although this face actually has nearly 48 different weights, we'd like to keep the variety to a minimum - with the examples shown.



Staging

Graphic Applications

The following exhibits show the correct application of the Winetasting.com Identity.



TSHIRT

NETWORK MEMBER EMBLEMS