

BRAND GUIDELINES



This document sets out the basic guidelines for the successful implementation of 2021 the Year of South Australian Wine (YOW) brand identity. Our objective in this document is to provide a flexible framework of practical guidelines that ensures global consistency, whilst providing scope for creativity and initiative.



2021 THE YEAR OF SOUTH AUSTRALIAN WINE LOGO

The 2021 the Year of South Australian Wine logo is the principal symbol. It comprises two elements: the 2021 brandmark and the YOW logotype.

These have been designed to work together and their scale and proportions have been carefully designed to allow maximum clarity, impact and flexibility of use.



PRIMARY LOGO

The primary logo is the preferred logo and should be used in all instances where possible.



SECONDARY LOGO

The secondary logo should be used in instances where vertical space is limited and a more landscape format is preferred.

SECONDARY FULL COLOUR



SECONDARY REVERSED



SECONDARY MONO REVERSED



SECONDARY MONO



BRANDMARK

The brandmark is a supporting graphic only and should be used with discretion.

Please refer to page 11-20 for contextual examples of how to use brandmark.

The brandmark should also be used in place of the logo when reproduced below minimum size. For further information on minimum size refer to page 7.

BRANDMARK FULL COLOUR



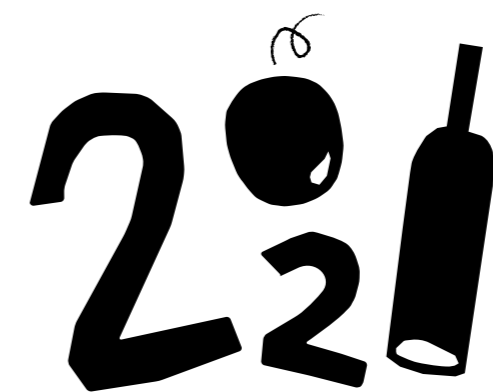
BRANDMARK REVERSED



BRANDMARK REVERSED



BRANDMARK MONO



LOGO USE

Minimum size

Minimum size standards based on height have been developed to ensure that the YOW logos are reproduced correctly at a small size.

The brandmark should be used when the logo is required to be reproduced smaller than the minimum size.

MINIMUM SIZE

Primary logo
minimum size:
15mm/50px high



Secondary logo
minimum size:
14mm/45px high



ISOLATION AREA



Isolation area

The isolation area is the space around the logo in which no other elements must encroach. The dimensions of the isolation area are formed by using the height of the 'WINE' from the YOW logo.

INCORRECT USE



✗ DO NOT add an obvious drop-shadow.



✗ The logo should not appear in any other colour than the supplied formats.



✗ The logotype should not be reproduced in any other typeface.



✗ Avoid using low resolution versions of the logo. If other file types are required please contact the YOW creative team.



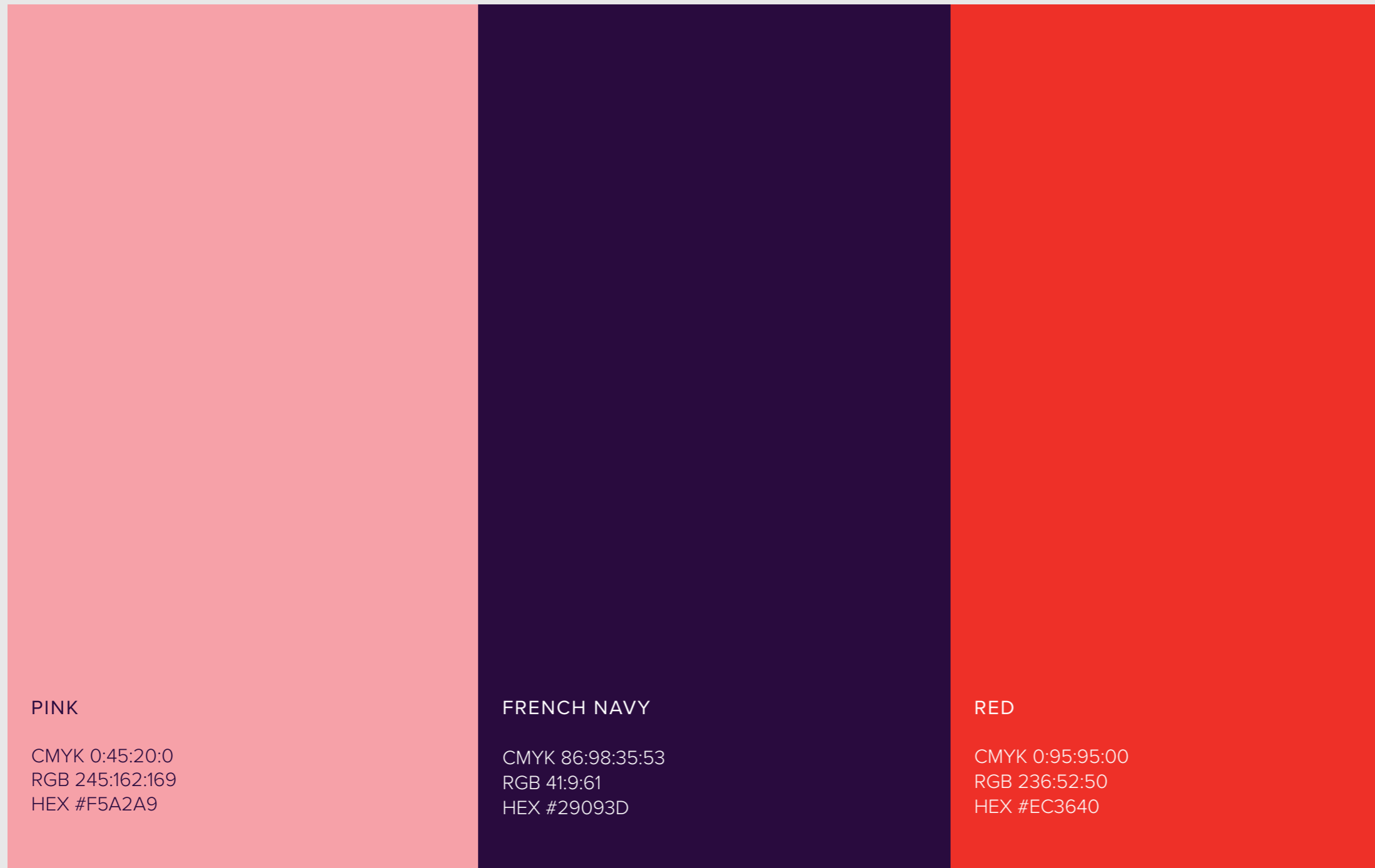
✗ The logo should not be stretched, condensed or re-proportioned in any way.

COLOUR PALETTE

Joyful and warm, Pink provides the YOW brand with a playful hero background; whilst the French Navy and Red provide the logo with a strong, authoritative tone.

The secondary colours; light grey and white, should be used as backgrounds for text and content heavy applications.

PRIMARY COLOURS



PINK

CMYK 0:45:20:0
RGB 245:162:169
HEX #F5A2A9

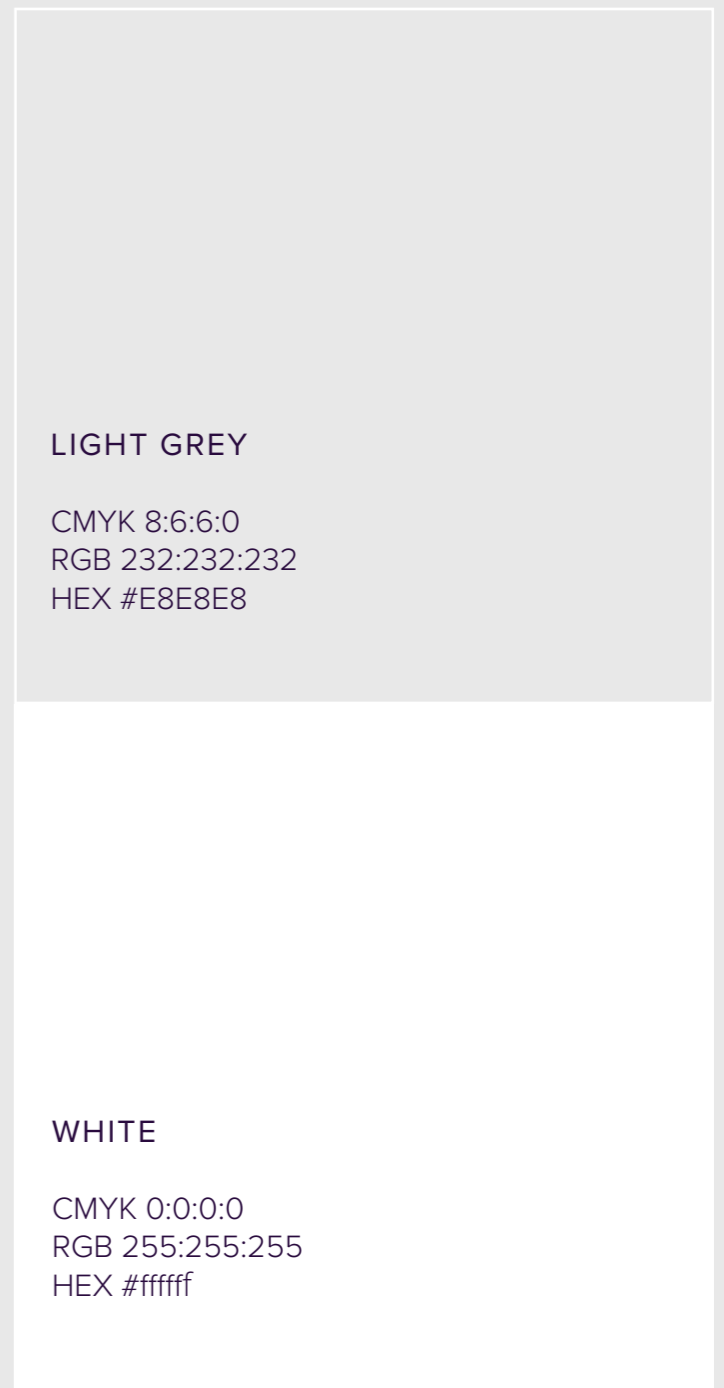
FRENCH NAVY

CMYK 86:98:35:53
RGB 41:9:61
HEX #29093D

RED

CMYK 0:95:95:00
RGB 236:52:50
HEX #EC3640

SECONDARY COLOURS



LIGHT GREY

CMYK 8:6:6:0
RGB 232:232:232
HEX #E8E8E8

WHITE

CMYK 0:0:0:0
RGB 255:255:255
HEX #ffffff

TYPEFACE

HEADINGS / PRIMARY

KOMU A

**THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG
0123456789**

Komu should be used for headings and feature text. Komu is an Adobe font and can be downloaded from [Adobe fonts](#).

BODY COPY / SECONDARY

Proxima Nova Bold

**THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG
The quick brown fox jumps
over the lazy dog
0123456789**

Proxima Nova Light

THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG
The quick brown fox jumps
over the lazy dog
0123456789

Proxima Nova should be used for longer bodies of text and sub-headings. Proxima Nova's different weights can be used throughout applications to create hierarchy, however, it is recommended to primarily use Light and Bold. Proxima Nova is available through [Adobe Typekit](#) or can be purchased via [MyFonts](#).

ILLUSTRATIVE GRAPHICS

A suite of illustrative graphics have been created as part of the YOW brand.

The graphics should always be reproduced in the YOW colour palette or in montone.

The illustrations have been designed for flexibility across creative executions. Elements may be used individually, rotated and scaled. The following pages demonstrate some example applications.

PRIMARY – PINK



SECONDARY – NAVY



TERTIARY – MONO



APPLICATION

GENERIC SLIDE EXAMPLE



APPLICATION

MERCHANDISE - GLASS



APPLICATION

MERCHANDISE - T-SHIRT



APPLICATION

MERCHANDISE - APRON



EXAMPLE APPLICATION

LOGO



APPLICATION

SOCIAL POSTS



APPLICATION

EMAIL SIGNATURE



APPLICATION

INVITATION



APPLICATION

STICKERS



COASTERS



APPLICATION

PULL-UP BANNERS



CONTACT US

If you have any questions about these guidelines, require any files, or if you'd like further guidance on how to use the YOW brand, please contact us.

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