BRAND GUIDELINES

Virginia Peninsula Wine Trail

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Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo.

No graphic elements should encroach the border around the logomark.

Measure the clear space for primary logomark by the height of the letter V in Virginia.

Clear Space

Virginia Peninsula Wine Trail

Logo use in an application will often depend on the background and production method.

The secondary logo is self-contained and should work on a variety of background colors.

Full color
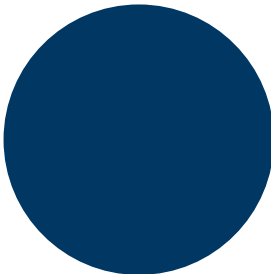

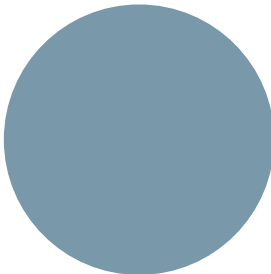**Full color with background**

Grayscale logo

Reverse logo with background

Logo Variation

Virginia Peninsula Wine Trail

DARK BLUE
PANTONE 7694 C
CMYK 100, 57, 9, 52
RGB 1, 66, 106
HEX #01426A

LIGHT BLUE
PMS 5425 C
CMYK 29, 11, 0, 33
RGB 122, 153, 172
HEX #7A99AC

Virginia Peninsula Wine Trail

Virginia Peninsula Wine Trail logo is comprised of Montserrat ExtraBold.

A contrasting serif font should be used for bodies of text.

Montserrat ExtraBold

https://fonts.adobe.com/fonts/montserrat

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@$%^&*()**