

Love at first sip

About the Logo

The Ohio Wines logo was developed by The Ohio Grape Industries Committee in order to promote Ohio wines as a leading name in the industry and to create a dynamic and memorable image in the marketplace.

A whimsical wine glass and a contemporary color palette paired with a sophisticated and elegant type treatment appeals to both the existing wine connoisseurs while enticing the up and coming generation of wine consumers.

This logo was specifically created for Ohio wine producers to use in marketing efforts to validate the integrity, promote the quality and generate awareness of your specific wine as well as the entire Ohio wine industry.

About the Tag Line

"Love at first sip" was chosen as the tagline for Ohio wines for several reasons. The first and most obvious is that once you start developing a taste for wine, there are so many possibilities to find your perfect match. One sip of Ohio wine and you fall hook, line and sinker.

Wine producing is also a love affair. It starts with the first planting and grows stronger by the year and as with all true loves, it gets better with age.

Cheers!



Ohio Grape Industries Committee Logo Guidelines for Ohio Wines





Ohio Wines Logo

The six variations of the Ohio Wines logo listed below are for use in all media. This document illustrates the proper use of each logo along with color breakdowns and typefaces. Changing, eliminating or altering any color, scale or proportion of the logo is not permissible.

The wine glass and the tagline are both part of the entire logo and the two should not be separated from each other in any use.

1. Full color process (CMYK) version to be used on white
2. Full color process (CMYK) version to be used on black
3. Two color (PMS) logo to be used on a white
4. Two color (PMS) logo to be used on a black
5. One color logo to be used on a white
6. One color logo that can be used on a black

Logo Typefaces

The typefaces accompanying for the Ohio Wines logo have been converted to artwork and incorporated as part of the entire piece. This will prevent the substitution of incorrect typefaces as part of the logo. As stated above, the tagline is a part of the entire logo and should not be used separately of the wine glass. The typefaces listed below are for your reference should you want to use them for headlines or subheads in your marketing materials.

The word "Ohio": Edwardian Script ITC
 The word "WINE'S": University Roman BT Bold
 The tag line "Love at first sip": Whisper Write Normal

Logo Guidelines

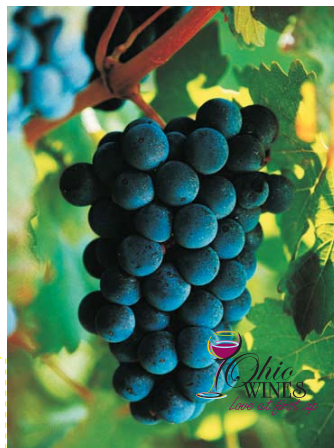
To avoid readability issues, it is recommended to isolate the logo from any photos or illustrations whenever possible. If the logo is incorporated into a photo or illustration, it must be placed in an area that is a solid color field and free of background confusion. See sample photos at right

The logo is not to be scaled down any smaller than 1 1/8" width in total (from the bottom left hand corner of the glass to the end of the letter "p" in sip). If the logo is reduced any smaller, the type will become too small and therefore unreadable.

When using the logo with text, graphics or photography it is important to allow the proper amount of space around it to set it apart as the logo identifier. First determine the size the logo needs to be for your application and then use the letter "W" in the word "WINE'S" as your guide for spacing. You should have a minimum of two W's space completely around it. When in doubt, it is always better to give the logo more space. See illustration at right



CORRECT



INCORRECT

Black & White Logo

There are two versions of the black and white logo:
 #1 Black ink on white backgrounds
 #2 Black ink on black backgrounds.



Two Color Logo

There are two versions of the two color logo:
 #3 PMS 228 and Black on a white background.
 #4 PMS 228 to be used on a black background.



Process Color Logo

There are two versions of the process color logo:
 #5 Process color on a white background.
 #6 Process color on a black background.



CMYK Color Mixes: Yellow = 21m 100y Green = 47c 100y Pink = 12c 74m Burgundy = 94m 43k Blue = 28c