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.

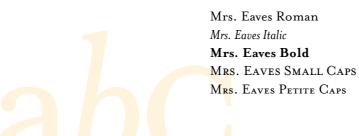
The additional colors are used primarily as highlights (in small amounts).

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.





The Sans Light
The Sans Light Italic
The Sans Semi Bold
The Sans Semi Bold Italic
The Sans Bold
The Sans Bold

Staging

Graphic Applications

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









